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**REDWOOD PARTNERS PARTICIPATES AT GSMA'S
MOBILE WORLD CONGRESS 2010**

**GSMA Also Introduces App Planet, a New Mobile World Congress Event Targeting
the Mobile Application Developer Community**

February 15, 2010, BARCELONA, SPAIN—Today, the GSMA opened the 2010 Mobile World Congress featuring the CEOs of the world's leading communications companies, including Alcatel-Lucent, China Unicom, Ericsson, Google, Huawei, KDDI, Telefónica and Vodafone. The GSMA also introduced App Planet, a new "event within an event" focusing on mobile application developers, which will be held at Mobile World Congress.

“The mobile communications industry continues to evolve at an unprecedented pace, creating new opportunities and introducing new participants across the entire value chain,” said Kailah Matyas, Managing Partner at Redwood Partners. “More than ever, the Mobile World Congress truly reflects the broadening communications ecosystem and celebrates the innovation and ingenuity that are the hallmarks of our dynamic market.”

Under the theme of “Vision in Action”, the 2010 Mobile World Congress will feature a premiere conference program that will explore a range of complex issues and topics, such as: new business strategies and growth opportunities enabled through mobile; developments in key technology areas such as embedded Mobile Broadband, LTE, femtocells and cloud computing, among others; new mobile applications, services and content, as well as the associated business models and channels to market; and the benefit of mobile on society and the environment.

App Planet: Focus on Mobile Application Developers

The GSMA today launched App Planet, a major new “event within an event” that will be held at the 2010 Mobile World Congress. Solely focused on the rapidly growing application developer community, App Planet will bring together the many critical elements of the broad mobile application ecosystem together in one location. The inaugural App Planet event will feature:

- Application developer conferences focused specifically on the most influential mobile platforms in the market;

- An interactive exhibition where attendees can preview the newest and most innovative application technologies;
- The “App Lounge”, where networking and business development will help to further define the future of this exciting mobile segment;
- A dedicated, day-long track of thought-provoking presentations and panel sessions on industry trends in mobile applications; and
- The “Apps Garage”, which will showcase cutting-edge GSMA initiatives in the mobile applications space.

Initial App Planet partners include Research In Motion (RIM), Wireless Industry Partnership (WIP) and the International Mobile Gaming Awards (IMGA), as well as more than 40 exhibiting companies who will be showcasing their technologies and solutions.

“Mobile application development is perhaps the most exciting and rapidly changing segment in the communications industry today,” continued Matyas. “Redwood Partners recognizes the importance of our continued participation at this seminal industry gathering.”

About Redwood Partners – International Advisory Firm:

Based in New York and London and serving clients worldwide, Redwood Partners (www.redwoodpartners.com) is the leading international executive search firm for emerging mobile, internet and digital media companies. Redwood Partners understands that placing the best talent, forming strategic alliances, supporting seed & angel rounds of financing and developing new revenue streams are inextricably linked to client success. Working as a partner to high-growth companies and securing venture funding, Redwood leverages industry knowledge, relationships with world-class organizations and talent to execute quickly and effectively.

About the GSMA

The GSMA represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

For additional information on **App Planet at the Mobile World Congress**, visit [App Planet](http://www.appplanet.com). For additional information on the 2010 Mobile World Congress, please visit <http://www.mobileworldcongress.com/>. For information on the 2010 Global Mobile Awards, please visit <http://www.globalmobileawards.com/>.

For more information, please visit Mobile World Live, the new online portal for the mobile communications industry, at www.mobileworldlive.com or the GSMA corporate website at <http://www.gsmworld.com/>. ###