

PRESS RELEASE

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Piri supports Team GOSH at Three Peaks Yacht Race

Mobile marketing specialist Piri, today announces its support for Team GOSH at the 2009 Three Peaks Yacht Race. In support of Great Ormond Street Hospital, Piri is sponsoring a team of five intrepid adventurers raising money to fund valuable resources at the new MRI unit at the hospital.

The GOSH team will endure 389 nautical miles of sailing risking fierce tides and rocks along the route from Wales to Scotland. Two of the team will complete 72 miles, climbing 14,000 feet to reach the summits of the UK's three highest peaks; Snowdon, Scafell Pike and Ben Nevis. For more information on the race visit: <http://www.threepeaksyachtrace.co.uk>

"We are delighted that Piri has pledged to support our team. Their donation has enabled us to significantly progress towards reaching our fundraising target for Great Ormond Street Hospital" says Jeremy Bygrave, team leader of Team GOSH. "In its 30th year, the challenge will be one of the hardest things we have ever had to do. Without the kind support of companies like Piri we simply wouldn't be able to raise the funds that are so greatly needed by the hospital."

Piri Managing Director Lee Bowden said, "We are delighted to be sponsoring the GOSH Team during the Three Peaks Yacht Race. It is a unique event for a truly worthy cause. We wish Jeremy and the team all the best and will be following their progress with interest."

For further press information please contact:

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Notes to Editors

About Great Ormond Street Hospital Children's Charity

Great Ormond Street Hospital Children's Charity treats many thousands of patients each year - children who are suffering from complex, life-limiting and often life-threatening conditions. GOSH.org raises funds to support the charity and ensure it remains a world-class hospital.

The charity aims to raise more than GBP50 million a year to keep the hospital at the forefront of international paediatric medicine by:

- Contributing to the rebuilding and refurbishment of the hospital;
- Funding the most up-to-date equipment;
- Supporting research into, and development of, breakthrough treatments; and
- Providing accommodation and other support services for children and their families

For further information visit <http://www.gosh.org>

About Piri

Founded in 2006 by media expert Lee Bowden (ex Mirror Group Newspapers and Northern & Shell) and computer software engineer Jay Puddy (ex IBM), Piri is a specialist provider of mobile communications technology.

It established its reputation initially by delivering bespoke mobile messaging solutions to publishers. Building on this success it has now developed its service for a number of sectors including retail, radio, TV and local government.

Piri is expert at supplying effective mobile messaging solutions to large multi-layered organisations with complex communication needs, as well as to smaller scale SME operations. It handles traffic volumes of more than 500,000 text messages a day between its clients and their customers.

Its clients include: in publishing: Future, Dennis, The BBC, Newsquest, Loot, The Big Issue, Ministry of Sound; in retail: The Carphone Warehouse, Specsavers, GAME, Currys and Better; in B2B: Opal Telecom, Guardian Financial Services, MediaEdge:CIA; among global brands: Wembley Arena, Nintendo, Xerox and Sony; and in the media: ITV, Channel 4 and over 50 radio stations nationwide.

For further information visit <http://www.piriltd.com>