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WindWire Adds AllAfrica.com to Its Wireless Advertising Network

AllAfrica.com is Latest Content Provider To Join Growing Network Realizing New Revenue Stream with Wireless Ads

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WindWire, the leading provider of wireless advertising and marketing solutions, today announced that AllAfrica Global Media, a multi-media content service provider and the largest electronic distributor of African news and information worldwide, has joined its WindCaster wireless advertising network, that includes 555-1212.com, Boston.com, Excite@Home, go2 Systems, Salon.com and The Sporting News.

By joining WindWire's wireless ad network, allAfrica can generate new revenues through the delivery of specially targeted advertisement and sponsor-supported content. WindWire's Media Sales team will sell allAfrica's wireless advertising and sponsorship space, and WindWire will serve these advertisements using WindWire's wireless ad serving technology.

"We are pleased to be working with WindWire to develop revenue-building opportunities within the wireless sector," said Charles S. Powell, allAfrica's marketing director. "Our content offerings will serve advertisers well, as we create customized packages for our high-value wireless users to address their investment, travel and informational needs."

"As all of our content provider partners have realized, there is tremendous opportunity to create productive, new revenue streams with targeted wireless advertisements, coupons and sponsorships," said David Wilson, executive vice president of WindWire. "WindWire will now enable allAfrica.com to team with leading advertisers, providing relevant ads and content to wireless consumers."

AllAfrica operates the leading Africa web site, allAfrica.com, and disseminates coverage from over 80 African media organizations, as well as reporting and analysis produced by the award-winning allAfrica news team. The enterprise is built on the legacy of Africa News Service, a non-profit agency that pioneered online news distribution from Africa five years ago. AllAfrica.com reaches a large audience of Africa-interested institutions and individuals globally, with three-quarters of its users in North America.

WindWire has built the first wireless advertising and marketing network to serve advertisements to all types of wireless devices including cell phones, PDAs and two-way pagers. The network includes leading advertisers, publishers and ad agencies. WindWire's technology serves relevant advertisements based on the type of content the consumer is pulling from the Wireless Internet. WindWire is the first to deliver a true wireless ad-serving solution to advertisers, agencies, carriers, and wireless publishers, turning the Wireless Internet into a highly effective advertising medium.

ABOUT ALLAFRICA

AllAfrica, a private corporation with headquarters in Washington, D.C. and offices in Dakar and Johannesburg, operates the premier Africa destination on the Internet, allAfrica.com. More than 80 newspapers, magazines and news agencies in Africa supply content to allAfrica. AllAfrica can be reached at 202.546.0777. The AllAfrica family includes two non-profit agencies: Africa News Service, which administers the Center for Africa and the Media at Duke University and the Charlayne Hunter-Gault Fellowship for African Women Journalists; and AfricaNet Trust, a broadcast production company whose programming will be webcast by allAfrica.com.

ABOUT WINDWIRE

WindWire is the leading provider of wireless advertising and marketing solutions. WindWire's flagship solution, WindCaster, is a wireless ad network and ad serving solution that delivers interactive ads, coupons and promotions to all major wireless devices (including PDAs, Internet-enabled phones and two-way pagers) in a user-friendly manner. WindWire offers industry leading wireless advertising solutions to advertisers, ad agencies, wireless publishers and wireless carriers. WindWire can be reached at (888) 304-WIND or www.windwire.com. On the wireless Web, WindWire can be reached at wap.windwire.com.

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