

press release

March 2010

Romex sponsoring award at Mobile News Awards

The Mobile News Awards is now in its 15th year and remains the undisputed top night in the UK mobile channel year. For a second year running Romex sponsored an award category – the Best Marketing Campaign. The category was won by T-Mobile for their innovative 'Dance' Campaign seen by millions on TV.

Jason Laight said "The Mobile News Awards is the leading industry event. It's a good chance to meet up with people you haven't seen in a while and the perfect place to get lots of recognition for our brand in front of the whole industry and all the KEY movers and shakers." It also gives us the opportunity to invite our key partners for an evening out and reward them for the effort they have shown over the proceeding sales period.

For further information, please visit www.romexworld.com

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For further press information or photographs, please contact:

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Notes to Editors:

- *Romex is the first company to market with an off the shelf tracking product that is web enabled, easy to use and with a very simple set up. Software can be up and running within a matter of minutes.*
- *A 14 day FREE trial is available upon registration at www.romexworld.com*
- *Romex is a fixed cost product, requiring no additional in vehicle hardware.*
- *The modular architecture of the software enables businesses to converge their technology and utilise their existing assets.*
- *Romex software will be marketed through channel partners and distributors as this product will improve sales margins for existing core mobile businesses.*
- *Romex World Ltd is part of Citylink Group Ltd, a technology business with 25 years of investment and experience that has built a number of service based businesses and delivered innovative web-based solutions.*

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