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Silverback Media Plc
(“Silverback Media” or “the Company”)

**SBW Paris and FollowCom Manage Mixed-Media Campaign for global
brand, Gemey Maybelline**

Silverback Media Plc (London: SBMP; Frankfurt: SVD) announces that SBW Paris (formerly Cellcast Interactif), the European operation of its Silverback Wireless division, and its recently acquired mobile marketing agency FollowCom, managed the mixed-media campaign for the launch of Gemey Maybelline eyeliner product “Haute Definition”. Silverback Wireless is a global network of mobile marketing agencies with operations in Toronto, Montreal, Los Angeles, Miami and Paris.

From 11 September to 25 September, billboard devices were located in approximately 200 “Monoprix” supermarket stores informing customers that Gemey Maybelline invited them to receive, within minutes via SMS, a “look diagnostic” specific to their colour definition profile. By sending the keyword “Maybelline” to the short code 30310, customers were directed to a WAP site where they were asked to respond to three questions to discover their most appropriate makeup colours. Customers were then invited to play and win the recommended product.

Paul Amsellem, Global Head, Wireless Operations of Silverback Media commented, “The Gemey Maybelline product launch managed by SBW Paris and our recently acquired FollowCom underlines the vital importance of mobile marketing campaigns at the point of sale, and demonstrates how innovative mixed-media campaigns can be effectively integrated into the marketing mix of consumer brands.”

The Directors of Silverback Media Plc accept responsibility for this announcement.

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About Silverback Media Plc

Silverback Media Plc is a global mobile marketing advertising agency with operations in Toronto, Montreal, Los Angeles, Miami, New York and Paris. Silverback is positioned at the leading edge of the next phase of the evolving e-marketing sector, and is transforming the personal, portable and pervasive nature of mobile devices into a revolutionary, potent advertising and marketing channel. Through its innovative integration of leading edge technologies and expertise, Silverback Media provides marketers with the ability to deploy high-performance interactive mobile marketing campaigns that are fully-integrated and continuous with their online marketing initiatives in order to cost-effectively acquire and retain customers and generate brand recognition.

Silverback Media is listed on the Open Market of Deutsche Boerse in Frankfurt/Main (Symbol: SVD) and the Plus Market in London (Symbol: SBMP).

About SBW Paris

Created in 2002 by Paul Amsellem, (founder of Phonevalley and co-founder of the Mobile Marketing Association in France), SBW Paris is a leading European mobile and interactive agency, and is the flagship operation of Silverback Wireless, a division of Silverback Media Plc. SBW Paris has developed an extensive knowledge and expertise in consulting, conception, settlement and operations analysis for mobile marketing, and provides its innovative services and solutions to major brands throughout the world.

SBW Paris includes among its customers: TF1, Canal+, France Télévision, M6, Auchan, Body One, Caisse d'Epargne, Eden Shoes, Jennyfer, JVC, Lafayette VO, Naf Naf, Nokia, NRJ, Peugeot, Piaggio, SFR, Sony Ericsson ...

For more information on SBW Paris, please go to www.sbw-paris.com.

About FollowCom

FollowCom is an interactive agency specialising in mobile marketing. Created in 2006 by Christophe Collet and Stanislas Coignard, FollowCom includes among its clients many well known brands such as Gemey Maybelline, Garnier, M6 Interaction, Renault and SFR. FollowCom is now a part of the Silverback Media Plc group of companies, and works in synergy with SBW Paris for the implementation of its mobile campaigns.