

Handmark Awards GBC EMEA PR Brief

5th May 2009 – Handmark, the leading provider of mobile media, has appointed Grant Butler Coomber to handle its EMEA PR campaign after a competitive pitch. The budget is for an undisclosed sum.

GBC will develop and execute a PR strategy and campaign building across EMEA designed to develop Handmark's profile as a market leader in the mobile content space and drive downloads of their flagship application, Pocket Express. The campaign brief includes full media, analyst, customer and digital PR.

"GBC clearly demonstrated its industry and media knowledge during the pitch process. Combined with the right mix of energy, enthusiasm and experience our choice was very simple," said Ylva Rahm, EMEA marketing director. Having recently launched Pocket Express Europe in eight EU languages this is a great time to leverage our industry offering and raise our profile as a global player in the mobile content space."

GBC has strong global mobile experience including client work for Nokia, Device Anywhere, Newbay Software, Gracenote and Mobopia.

About Handmark - is a leading provider of entertainment, information and productivity applications for mobile phones. The company offers a comprehensive range of mobile media solutions for consumers, as well as businesses looking to expand their reach by offering compelling mobile content and services across a wide range of mobile operating systems and handsets.

About GBC- GBC is an international PR agency focused on technology. Its clients span some of the most exciting start-ups to major blue-chip vendors marketing to businesses and governments. With offices in London, Paris, Munich and San Francisco, the agency specialises in running European and international PR campaigns.

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