



Moderati Rebrands as skyrocket™ to Become the First True Mobile Entertainment Agency

(SAN FRANCISCO, Ca.) February 23, 2010 — Moderati, one of the original pioneers of the US mobile content business, is now officially rebranding itself as skyrocket to focus on helping its existing media and distribution partners as well as its new brand partners deliver winning mobile entertainment experiences to their consumers. skyrocket aims to be the first full-service mobile entertainment agency that delivers the entire suite of strategy, creative, production, marketing, and research capabilities to its client base.

“Our new branding reflects our unique understanding of tech innovation in Silicon Valley, our knowledge of media industry dynamics, and our experience with what CPG companies now expect in mobile; or as we see it, connecting Madison + Valley + Vine” states skyrocket CEO Jon Vlassopoulos. “To date, no other agency has been able to deliver both marketing and monetization expertise to its partners. We see the worlds of media, technology, and brands morphing in very exciting ways in the coming years and we are positioned to help partners take advantage of those new opportunities.”

Since its inception in 2001, skyrocket has evolved from a mobile media distribution company that forged the polyphonic ringtone boom in the early 2000’s to a full-blown mobile entertainment agency working with brands such as vitaminwater, Virgin, NBC, and A&E Television. skyrocket has earned its fame by developing and distributing original content across platforms and carriers, including the Virtual Zippo Lighter for the iPhone, which has given rise to nearly 10M brand ambassadors in only a little over a year.

“It’s been a pleasure working with skyrocket to create this one-of-a-kind application,” said Pat Grandy, Marketing Communications Manager at Zippo. “This branding exercise has been successful for us, as we’ve seen our Web traffic and overall brand awareness increase since the Virtual Zippo Lighter’s launch.”

The agency has also won several awards, including the 2009 Mobile Marketing Association Award for “Best Global Display Campaign,” as well the MOBI Award for “Best Branded Campaign.” Their app was a shortlist finalist for the MIXX Award for “Best Mobile Campaign,” as well as the Ad:tech Award for “Best Mobile Campaign,” alongside Kraft, Pizza Hut, and Dockers.

A Media Partner that Builds Brands & Drives Business

skyrocket helps brands and media companies go beyond mobile applications and develop new business models. Over the past eight years, the company’s initiatives have resulted in more than \$200m in revenue for media companies, recording labels, and Hollywood studios.

About skyrocket, a Bellrock Media Company

skyrocket is an award-winning full-service mobile entertainment agency connecting brands with consumers through engaging experiences. skyrocket draws upon its relationships with Hollywood, Madison Avenue and Silicon Valley to spawn massively popular initiatives for major brands, record labels, and studios. These initiatives have

resulted in over 100 million pieces of content enjoyed worldwide.

The agency is a subsidiary of Japan's leading branded entertainment shop, Bellrock Media, with backing from Yoshimoto Kogyo, the agency that dominates talent management and production in Japan. skyrocket is headquartered in San Francisco, CA.

Add skyrocket to your next launch and defy gravity.

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