



playsoft®
L'AGENCE MOBILE

Press alert - Paris, Februar, the 9th 2011

TWO NEW CONTRACTS FOR PLAYSOFT THE MOBILE AGENCY

Playsoft is proud to announce two new budgets : **Festival de Cannes and the French Football Team.**

Le Festival de Cannes and its agence Publicis Modem called Playsoft The Mobile agency for the application on iPhone, Android and Blackberry of the famous fest. This app will offer to users an access to exclusive content and keep in touch with film projection. This app will also give an acces to the press.

The French Football Team addresses itself to Playsoft the Mobile Agency for the direction of Facebook's applications. Playsoft the Mobile Agency works with smart&geek, Social Media Agency, which follow and advices the French Football Team on Community Management.

Playsoft the Mobile Agency developps 3 activities : - following on mobile strategy - realization of applications and mobile sites on every technologies and mobile support – marketing following to monetize these apps & sites.

We own the whole park of UE and European phones (more than 1500 phones and smartphones) and we are able to make a complete cover of the market.

In order to get acquainted with Playsoft, its new projetcs and ambitions, meet us at **www.playsoft.fr**.

Contact Presse :

fanny.raimbault@playsoft.fr

01.58.53.50.31.