

neXva: Mobile apps store creator secures financing

neXva, a convergent web/mobile marketplace for free and premium mobile applications and content, is pleased to announce that The Spectrum Group, of La Jolla, California, has made a strategic investment in the Company. Joining the board and serving as neXva's CEO is Brian J. Friedman, Managing Partner of The Spectrum Group.

neXva was founded in Paris, France in late 2008. The site will officially launch on the 2nd of November. Unlike vertical mobile application stores, neXva will distribute a large spectrum of content (apps, audio, video and goodies) across all major mobile platforms.

The neXva web and mobile sites will offer content that is both **premium and free**. Already more than 40 Content Providers have signed on to distribute their content across Android, Symbian, Java, Windows Mobile, BlackBerry and Palm mobile platforms. neXva helps developers beta test and distribute their content with a wide geographic sample of users.

neXva's app stores are optimized to work on all major handsets and make mobile usage a focal point.

Shaun Zelber, founder and COO of neXva said "Most app stores work poorly on the mobile Internet. The expectation is that the user will search on the web and then 'side load' the content to their mobile device. In building neXva, we looked at the user experience the other way around. When a user searches for content on the neXva site, the mobile is immediately recognized and compatible content is pushed to the user; **from search, to payment, to download** - all can be done directly from the mobile device."

"We are very excited about this investment that brings neXva into our portfolio," Brian J. Friedman declared. "neXva's expertise and focus on the mobile internet is very attractive to us. This is an area that has been overlooked by other mobile application stores."

"We are delighted to gain this investment from The Spectrum Group as well as an opportunity to have Brian's extensive mobile expertise as part of our Board," said Shaun Zelber. "neXva's distribution model will rely heavily on mobile affiliation. To that end we have created a **mobile affiliation** component and a **white label engine**. Over the coming months neXva will announce some interesting partnerships in the mobile space that will allow people to easily access premium and quality free content easily. Brian's background will be very helpful to us in forming these partnerships."

Following a successful beta-test period, **neXva is now actively sourcing new and exciting content** from all who wish to distribute their content directly to users. This can free, demo, lite and premium content.

About neXva's management:

Brian J. Friedman, as been developing and implementing mobile strategies for over fifteen years in the US and internationally in South America, Europe and Asia.

Brian served as President/CEO of several innovative and revolutionary companies in the wireless space including: one of the first US mobile distribution companies; a finance company funded with a \$200,000,000 securitized fund to provide construction and operational funding for new wireless

carriers; and one of the first mobile e-commerce transactional sites that included a mobile data application initiative.

In addition to his hands-on business experience, Brian is an attorney and has practiced in the areas of corporate transactional law and business litigation. Brian is a frequent speaker on issues of mobile-content convergence, mobile marketing, trends in new media and Web 2.0.

Shaun Zelber, has been working in the mobile content space since 2000 in France, Europe and South Asia. He also has extensive experience working with offshore R&D having helped several companies set up shop in Sri Lanka.

Shaun was part of the team that launched Apocope one France's first mobile marketing agencies in 2002 and worked extensively with NTT Docomo's imode eco-system creating and aggregating browsable and downloadable content.

Shaun was co-founder of TexoMobile with iGloo one of the largest mobile communities in the world and MobPartner the world's first mobile affiliation platform. Through these experiences he has intimate knowledge of the mobile advertising landscape and affiliation eco-system.

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