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Kraft Foods and Phonevalley partner to develop leading-edge mobile application in the US

Phonevalley extends Kraft Foods' mobile reach by developing a mobile Internet site in partnership with Digitas

Phonevalley encourages mobile engagement with award-winning Kraft Foods recipes in the US

New-York, May 12, 2009: Phonevalley, the world's leading mobile marketing agency, announced today that Kraft Foods, the world's second largest food company, has expanded its consumer engagement on mobile devices by launching a mobile Internet site (m.kraftfoods.com) to offer existing US-based Kraftfoods.com and new members access to Kraft's recipes while "on the go". The Phonevalley-created site extends Kraft Foods' reach to any mobile phone with an Internet connection.

The site offers consumers access to recipes in their kitchen or the grocery store while tending to many of life's responsibilities. In just a few clicks, users can create shopping lists, search their favorite recipes by ingredient or meal category all by utilizing Kraft's extensive database of award-winning recipes. Upon choosing a recipe, the consumer immediately accesses the meal's full ingredient list, preparation and cooking times as well as the detailed cooking instructions.

Consumers can also receive inspiration from the "Recipe of the day" which is updated seven days a week in conjunction with Kraftfoods.com web site. The mobile site offers consumers smart features such as the "Shopping list" (to check off purchased items in-store) and the "Share with a friend" (to share meals with others by e-mail).

Phonevalley has personalized the browsing experience and developed user account management features, which allow users to create their own recipe box with their favorite recipes for quick access in the future. Users' accounts are linked to their respective Kraftfoods.com web accounts to facilitate the Kraft engagement and help drive additional engagement with Kraft Foods content.

The Kraft Foods mobile site is promoted by Boston-based Digitas in partnership with Phonevalley through mobile display advertising and mobile search on Yahoo!'s mobile web portal in the US.

Alexandre Mars, Phonevalley CEO and Publicis Groupe Head of Mobile, is thrilled about the new service and states "The Kraft Foods recipe mobile site stands as a bright example of the new generation of the mobile footprint. Kraft Foods provides quick access to easy to use recipes and thus delivers great services to mobile users".

"People are leading increasingly mobile lives and we're pleased with this opportunity to provide delicious food ideas to cell phone users anywhere in the U.S." adds Ed Kaczmarek, Director of Innovation, New Services at Kraft Foods. "Last year we introduced iFood Assistant for iPhone and iPod Touch so we see this as yet another way to reach people anytime, anywhere."

"The Kraft Foods mobile site is a great example of how we are working with Phonevalley to help them build brands, reach consumers on a large scale and increase consumer engagement in new ways,"

said David Katz, vice president, mobile advertising and publishing, Yahoo!. "As a global leader in mobile advertising and through our relationships with leading agencies, Yahoo! is focused on empowering brands to tap into the burgeoning audience of mobile consumers across any handset."



About Phonevalley

Phonevalley is the world's leading mobile marketing agency. Since its acquisition in 2007, Phonevalley operates as Publicis Groupe's mobile marketing agency and Alexandre Mars, Phonevalley's CEO, as Head of Mobile for Publicis Groupe.

Recognized as an industry pioneer, Phonevalley provides a full service offer in mobile marketing, which spans from mobile media planning and buying to mobile interactive services (mobile Internet sites, mobile applications, branded content & promotions) and strategic consultancy. Its clients also expand their reach and ROI thanks to Phonevalley's proprietary technological platforms.

Its unrivalled value proposition helps first class brands, such as Hewlett-Packard, L'Oreal, Paramount, Nestle and Procter & Gamble, captivate their customers anytime and anywhere and engage them in an innovative, meaningful and emotional manner.

Phonevalley operates from all regions – Europe, North America and the APAC area. Phonevalley is part of Publicis Groupe (Euronext Paris: FR0000130577), the world's fourth largest communications group. In addition, it is ranked as the world's second largest media counsel and buying group and is a global leader in digital and healthcare communications.

More information on www.phonevalley.com