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2ergo, LTD. ANNOUNCES APPOINTMENT OF JOHN ORLANDO AS MANAGING DIRECTOR & PRESIDENT OF THE AMERICAS

EPSEN FULLER/IMD FILLS STRATEGIC POSITION

New York, NY. (October 12, 2009) – 2ergo, Ltd., www.2ergo.com, a leading global provider of mobile enabling technology, has appointed John Orlando as Managing Director of 2ergo Americas as part of its ambitious global growth drive and has charged John with spearheading 2ergo's expansion across the Americas. Epsen Fuller/IMD International Search Group conducted an exhaustive search leading to the hire of Mr. Orlando.

"John has the vision, drive and ambition to take 2ergo Americas to the next level and keep us at the forefront of product development, delivery and client service," said Chris Brassington, group managing director at 2ergo. "Over the last year, 2ergo has continued to acquire businesses, grow operations across the globe and extend our product range and offering. John will play a vital role in expanding the business across the United States and Latin America and so deepening our global footprint. His appointment marks an exciting phase for 2ergo."

"While it was immediately clear that John is a recognized and well-respected figure in the mobile communications industry, John's career has spanned the breadth of the mobile industry," commented Tom Fuller, general managing partner of Epsen Fuller/IMD and lead consultant on the search assignment. "He serves as Vice Chairman and Marketing Chair of the Mobile Entertainment Forum Americas and has worked with more than 30 mobile network operators in the United States and worldwide, capturing significant market share in the mobile media, entertainment and content space."

Prior to joining 2ergo, John was the Chief Marketing Officer at Livewire Mobile, a mobile personalization and music company where he played a critical role in shaping the company into a thought leader in the mobile entertainment sector. He was responsible for consumer marketing, corporate brand, services strategy, product roadmap, and research and development leading a team of 90 people. Before that, John held several positions at NMS Communications including Chief Marketing Officer, where he managed the global marketing team, as well as Director of Product Marketing, where he led the development of the *MyCaller Ringback Tone* product, utilized by nearly 250 million subscribers.

"The opportunity is vast. Mobile communications has reached the point where it is taking over from traditional print and broadcast marketing channels. 2ergo recognizes the unlimited potential of mobile marketing and has developed an exceptional range of products, which will ensure it leads the way as mobile evolves. I want to help more brands across the region realize the benefits from mobile," said Orlando.

John will be based in 2ergo America's offices in New York City.

About 2ergo, Ltd

2ergo is a leading global provider of mobile enabling technology with a focus on mobile marketing, mobile customer relationship management, and mobile entertainment and media. 2ergo enables global businesses, brands, marketing agencies, publishers and mobile network operators to take advantage of integrated mobile communications to increase sales, enhance customer experiences, mobilize business processes and reduce costs. Brands such as O2, Yahoo!, FOX News, National Geographic Channel, Rightmove, Microsoft and AT&T have all benefited from working with 2ergo.

Headquartered in Manchester, United Kingdom, 2ergo's international presence spans Europe, North America, Latin America and a partner network in India. 2ergo, www.2ergo.com, is AIM listed on the London Stock Exchange (LSE:RGO).

About Epsen Fuller/IMD International Search Group

New York based Epsen Fuller/IMD International Search Group, www.epsenfuller.com, is a Top 20 Global retained executive search and consulting firm with over 150 consultants and offices in major markets throughout the Americas, Asia-Pacific, Europe and Middle East. With US offices in New York City, New Jersey and San Francisco, Epsen Fuller/IMD conducts assignments for senior management talent in three primary industry verticals – technology, communications & media, pharmaceuticals & life sciences, and the consumer markets sector. The firm's Performance Based Assessment℠ approach ensures superior talent acquisition strategies and results for global blue-chip client organizations, to include Lucent, RIM, LSI Logic, MySpace, NewsCorp, Novartis, Novo Nordisk, Kenneth Cole Productions, Jones New York and Victoria's Secret.

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