

More than 80% of French people worry about losing the content of their mobile phone, yet 62% don't have back-up

Critical Path's solution, Phone Back-Up, helps protect mobile phones content including contacts, text messages, photos, music and videos.

Paris, FRANCE October 14, 2010 – Critical Path, a leading provider of messaging software and services, today announced the results of a study of how consumers store and protect information on their mobile phone. The study, conducted in France, Italy and Spain reveals that in France eight out of ten mobile phone users worry about losing the information stored on their mobile phones. However 62% don't have the information that they consider increasingly important, backed-up.

Mobile phone content and back-up

Phone book: 87% of French mobile phone users consider their phone book 'important' or 'very important', and 17% of French users said that they would pay for a service that keeps a back-up. In addition, 33.4% are willing to receive adverts on their mobiles in exchange for a free service.

Text/MMS message history: 41% of those interviewed considered their text\MMS history and privacy 'important' or 'very important' although only a scarce 10% would be able to recover all of their messages.

82% of French mobile phone users worry about the possibility of losing the information stored on their mobiles, a concern common to men and women alike. Despite the importance of the phone's content, the study reveals that in many cases, users do not have back-up. Of those interviewed, 35% had previously lost information from their mobile phones, due to theft, a change of hand-set or by other means. However, it is significant that 42% of consumers would not be able to recover this information if it were lost.

In fact, nearly 24% of French people interviewed who had tried to transfer some of this information to a computer, mobile or external memory drive, found the process complicated and would definitely not attempt it again.

Business opportunities for operators

The results of this study also show that some mobile phone operators could be missing significant business opportunities in France.

The study reveals that 17% of consumers would be prepared to pay for a service that backs-up the information on their mobiles, or would agree to receiving adverts on their mobiles, in exchange for a storage or back-up service.

"The way French consumers use their mobile phones is changing, and nowadays access to personal information, and its protection, is essential to them. The study highlights that users are looking for these kinds of services and would pay for the peace of mind that they offer. With Critical Path's Phone Back-Up, operators can offer a simple

and reliable solution that will be appreciated by its customers,” points out Pierre-Louis Lussan, General Director of Critical Path for France.

Critical Path offers a range of storage solutions to protect users’ contacts and information stored on their mobile phones- regardless of the model of the handset. Phone Back-Up offers peace of mind to consumers, increasing brand loyalty and generating income for operators.

About Critical Path, Inc.

Critical Path offers consumer solutions for online communication and social networking under the Memova® brand for white-label applications, and directly as the award-winning "ShoZu" service, connecting millions of subscribers around the world.

Critical Path’s Memova suite of applications and services are chosen by leading service providers and enterprises around the world to enable millions of people to communicate, connect, share and organize while providing industry-leading safety and assurance.

With offices around the globe, Critical Path supports companies with their deployments of Memova solutions to drive revenue, boost loyalty, streamline operations and reduce costs.

More information is available at www.criticalpath.net.

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For further information, please contact:

Critical Path, Inc.

Cristian Germani
+ 39 011 45138 11
pr@criticalpath.net

Fleishman-Hillard for Critical Path
Sophie Savigny
01 47 42 92 77
sophie.savigny@fleishmaneuropa.com