

KenyaBuzz provides entertainment for XLBrowser

Mobile-XL, a mobile technology company, announced yesterday, 10 March 2009, that it is in a partnership with KenyaBuzz, a Kenyan current events news agency, to expand the availability of local event content to mobile audiences in the East African nation. Event information that has been available through Kenyabuzz.com is now also available to mobile phone users via Mobile-XL's XLBrowser.

"We have seen an explosion in demand for information about local events. Joining forces with Mobile-XL provides us with a fast and easy way to furnish our consumers with information while they are out and about. This is a really convenient way for people to know where to go and what to do without having to rely on a computer." according to Alix Grubel, director of KenyaBuzz.

Suzanna Conrad, VP of content acquisition of Mobile-XL said, "We are excited about our partnership with KenyaBuzz. The valuable information they are able to provide, combined with the XLBrowser's simple and affordable user access, allows us to make an impact on real lives in underserved markets. Together we are taking a step toward connecting people to the world around them."

The XLBrowser is a mobile phone application that utilizes SMS to provide access to global and local information to anyone, anywhere, using almost any mobile phone. The application is claimed to have an intuitive interface to allow a user to easily select and receive up-to-the-minute information, news, sports, finance, entertainment, games, music and more.

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