



23 July 2007

Silverback Media Plc
("Silverback Media" or "the Company")

Silverback Media Plc Acquires European Mobile Agency, FollowCom

Silverback Media Plc (London: SBMP) (Frankfurt: SVD) announces that it has acquired FollowCom, a mobile marketing agency based in Paris, France. Silverback Media intends to merge FollowCom into SBW Paris (formerly Cellcast Interactif), the flagship operation of its Silverback Wireless division. Silverback Wireless is a global network of mobile marketing agencies with operations in Toronto, Los Angeles, Miami, New York and Paris.

FollowCom provides interactive and mobile services to help brands integrate mobile media into their marketing mix. FollowCom's comprehensive 360° mobile strategy utilizes interactive multimedia content, the web and event marketing to establish a dialogue between brands and consumers through mobile services such as WAP, SMS/MMS, Bluetooth and interactive kiosks. FollowCom provides its services to many leading global brands such as L'Oréal, Gemey-Maybelline, Garnier France, Garnier International, Mitsubishi and SFR.

Martin Doane, CEO of Silverback Media, commented, "We are extremely excited about FollowCom joining SBW Paris. We are now the largest mobile marketing network in France. FollowCom already has a close working relationship with our team in Paris and will enhance our ability to provide leading edge mobile marketing services to clients around the world. The team at FollowCom, under the leadership of Christophe Collet and Stanislas Coignard, has done a superb job of creating mobile marketing solutions for major global brands and has developed an impressive list of clients. We expect Christophe and Stanislas to play major roles in the growth of SBW Paris going forward, and they will be invaluable resources for Silverback's corporate management team in the development and implementation of the Company's strategic growth plan."

The Directors of Silverback Media Plc accept responsibility for this announcement.

- ends -

For additional information please contact:

Silverback Media Plc
Martin J. Doane, President and CEO
Toronto Office
Phone: +1 -416 -366 -6691
Email: m.doane@silverback-media.com

Atlantic Law LLP
Matthew Thompson
Tel: +44 -20 7616 2888
Email: matthew.thompson@atlantic-law.com

Press Contact
Conduit PR Ltd
Jos Simson/Christian Taylor-Wilkinson
Tel: +44 -20 7429 6666
Email: Jos@conduitpr.com / christian@conduitpr.com

PvF Investor Relations
Joerg G.H. Peters
Frankfurt/Main Office
Phone: +49 -69 -9 77 88 -710
Email: joerg.peters@pvf.de

About Silverback Media Plc

Silverback Media Plc is a global mobile marketing advertising agency with operations in Toronto, Los Angeles, Miami, New York and Paris. Silverback is positioned at the leading edge of the next phase of the evolving e-marketing sector, and is transforming the personal, portable and pervasive nature of mobile devices into a revolutionary, potent advertising and marketing channel. Through its innovative integration of leading edge technologies and expertise, Silverback Media provides marketers with the ability to deploy high-performance interactive mobile marketing campaigns that are fully-integrated and continuous with their online marketing initiatives in order to cost-effectively acquire and retain customers and generate brand recognition.

Silverback Media is listed on the Open Market of Deutsche Boerse in Frankfurt/Main (Symbol: SVD) and the Plus Market in London (Symbol: SBMP).

For more information on Silverback Wireless, please go to www.silverbackwireless.com.

For more information about FollowCom, please go to www.followcom.fr/home.html.