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## [Penthouse on Mobile Phones](#)

### *WAAT Media to distribute Penthouse content throughout North America, Latin America and Europe*



WAAT Media has signed a multi-year, exclusive agreement with Penthouse Media Group to distribute Penthouse content throughout North America, Latin America and Europe.

Propositions will include editorial, photos, images, games, audio and [video](#) clips from the Penthouse library including Penthouse Forum and Penthouse Letters; as well as new programming designed specifically and exclusively for mobile distribution. "Our agreement with WAAT will reinforce PMGI's ongoing effort to deliver quality adult entertainment to [mobile](#) consumers worldwide," says Mark Rudolph, President of Licensing for PMGI.

"WAAT's experience in adapting and distributing content to meet the wide diversity of technical and regulatory requirements, creating compelling consumer [WAP](#), MobileTV and game propositions, will represent one of the Industry's most significant launches to date." Adi McAbian, Managing Director of WAAT Media concurs: "It's exciting to be an integral part of revitalizing the Penthouse brand on a global basis. Leveraging our platform, we will be launching over 50 premium mobile content sites on operator portals that include images, videos and [games](#) in 18 countries within the next 60 days." "In addition, we are developing three mobile TV channels, numerous integrated Premium SMS campaigns for Penthouse publishing partners and a web-to-mobile program for Penthouse online and its affiliates." Penthouse currently publishes magazines in 12 countries, produces and licenses video programming for TV, Video-On-Demand, [DVD](#) and broadband distribution, operates [www.penthouse.com](http://www.penthouse.com); licenses products with a range of manufacturers and distributors, and licenses Penthouse boutiques.