

## Press Release

-- for immediate release --

### INETASIA DEPLOYS WEBTRENDS ANALYTICS 8 FOR SMARTONE-VODAFONE

**Bangkok, October, 2006**

Inetasia has deployed WebTrends Analytics 8 for SmarTone-Vodafone, Hong Kong's premier mobile services company. WebTrends Analytics 8 is the latest version of the world's leading enterprise-class web analytics solution. Inetasia is the official WebTrends distributor for South East Asia, Hong Kong and Southern China.

"SmarTone-Vodafone is one of Hong Kong's most respected companies and most recognizable brands," said Gregory Smyth, Founder and CEO of Inetasia. "We are proud to have added them to our portfolio of clients, particularly as web analytics is so important to companies that conduct a significant amount of their business online."

Inetasia's services also included on-site consultation, customization and training. From campaign performance and search engine marketing to website conversion and customer retention, the newly implemented WebTrends Analytics 8 will provide SmarTone-Vodafone with accurate and actionable metrics to confidently make decisions that accelerate their web results.

#### ***About SmarTone-Vodafone***

SmarTone-Vodafone is Hong Kong's leading mobile services company, consistently leading the way in providing advanced multimedia services. SmarTone-Vodafone serves more than a million customers in Hong Kong.

#### ***About Inetasia***

Inetasia is a leading Asian Internet consultancy, providing high-value technology solutions to the global marketplace using the Internet, web-based applications, and information technologies. Build, market, and analyze with Inetasia's integrated marketing platform, which combines Site Manager 6.0, a powerful web-based marketing platform for workflow automation and WebTrends web analytics, the world's leading solution for accurate and actionable metrics to optimize online marketing performance for maximum return on investment.

Inetasia's flagship clients include major local and multinational corporations such as Tesco Lotus, Bank of Thailand, AIS, Royal & SunAlliance Insurance, CB Richard Ellis, UBCTV, United Nations, Bangkok Hospital, Colgate, MobileOne, SingTel, MediaCorp, VISA, Deutsche Bank, AIG, Bank of East Asia, Hong Kong Trade Development Council, HSBC, and Amari Hotels and Resorts.

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