



**PRESS RELEASE**

## **FT Launches New Mobile News Reader**

**London, Jan 8th 2007:** The Financial Times has launched the FT Mobile News Reader, a free application that gives FT.com users access to FT content whilst on the move via their mobile telephones and PDAs.

FT Mobile News Reader, powered by Finnish mobile company Leiki, gives users access to Financial Times news, comment and analysis as well as offering a 30-day search function. Leiki's adaptive personalisation technology also means that as users read articles, the service will learn their interests and deliver relevant content into the personalised 'My FT' section.

FT Mobile News Reader also allows users to look up stock prices, access premium content if they are subscribers, and load stories onto their phone or PDA for reading when a mobile signal is unavailable.

The software is compatible with nearly all types of mobile phone including Nokia, BlackBerry and Motorola handsets, adjusting automatically to different mobile screen sizes and device configurations.

Ien Cheng, Publisher and Managing Editor for FT.com, said: "The new FT Mobile News Reader is a further step forward for the FT in giving our readers, who are constantly on the go, access to our news, comment and analysis whenever and wherever they want, whether by mobile phone, BlackBerry, or PDA."

The Mobile News Reader can be downloaded from [www.ft.com/mobilenewsreader](http://www.ft.com/mobilenewsreader) or users can text GO FTAPP to 85080 on a UK-registered phone or Go FTAPP to +44 7786 203 222 on a non-UK registered phone.

**Ends**

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**Notes to Editors**

**About Leiki**

Leiki Ltd provides software technology that automatically personalises content and community services. Leiki products are based on personalisation technology that automatically learns the user's preferences. Established in 2000, Leiki has offices in Helsinki and London. In 2005 Leiki was awarded a place in Red Herring's Top 100 European technology companies list.

**About the Financial Times**

The Financial Times Group, one of the world's leading business information companies, aims to provide a broad range of business information and services to the growing audience of internationally minded business people. The FT Group includes:

1. The Financial Times, one of the world's leading business newspapers, is recognised internationally for its authority, integrity and accuracy. Providing extensive news, comment and analysis, the newspaper is printed in 23 cities across the globe, has a daily circulation of 440,000 and a readership of more than 1.4 million people worldwide.
2. FT.com is one of the world's leading business information websites, and the internet partner of the FT newspaper. Since its relaunch in May 2002, the website has continued to be the definitive home for business intelligence on the web, providing an essential source of news, comment, data and analysis for the global business community. FT.com attracts 5.5 million unique monthly users (ABC electronic figures March 06), generating 41 million page views and has 84,000 subscribers.

3. The FT Group's pan-European network of national business newspapers and online services including France's leading business newspaper and website, Les Echos and lesechos.fr. In February 2000, the FT launched a new German language newspaper, FT Deutschland, with a fully integrated online business news and data service.
4. Through FT Interactive Data, the FT Group is one of the world's leading sources of securities pricing and specialist financial information to global institutional, professional and individual investors. Its products include eSignal, an online realtime streaming quotation service for brokers and active traders.
5. FT Business, which produces specialist information on the retail, personal and institutional finance industries. It publishes the UK's premier personal finance magazine, Investors Chronicle, and The Banker, Money Management and Financial Adviser for professional advisers.
6. The Mergermarket Group, whose products and services provide the global advisory and corporate communities with intelligence and analysis. With regional head offices in London, New York and Hong Kong and 200 journalists in 46 locations worldwide, reliable and validated proprietary intelligence and historical data is provided via the mergermarket, dealReporter, Debtwire and wealthmonitor on-line platforms.
7. The Financial Times Group also has a stake in a number of joint ventures, including:
  - FTSE International, a joint venture with the London Stock Exchange.
  - Vedomosti, Russia's leading business newspaper and a partnership venture with Dow Jones and Independent Media
  - A 50% stake in BDFM, publishers of South Africa's leading financial newspapers and websites.
  - A 50% stake in The Economist Group, which publishes the world's leading weekly business and current affairs journal.
  - A 13.85% stake in Business Standard, one of India's leading financial newspapers. The FT Group is part of Pearson plc, the international media group.