

Title:

Getting Wild with World Cup Willie!

Word Count:

536

Summary:

Exclusive World Cup 2006 content awarded to PNC Telecom

Keywords:

football, ringtones, england, germany, world cup

Article Body:

PNC Mobile and Jules Rimet Cup Ltd announce their collaboration on Mobile Services for the World Cup

Jules Rimet Cup Ltd announces it has the rights to World Cup Willie in a bid to reincarnate the mascot

World Cup Willie was the name of England's first football mascot in 1966 who presided over England's first World Cup

Well, an all new World Cup Willie has now been born - a different World Cup Willie - to embody the spirit of the

PNC Mobile to provide Mobile Services

Jules Rimet Cup Ltd has selected PNC Mobile to be the exclusive provider and distributor of mobile services for the World Cup

Peter Tuft of Jules Rimet Cup Ltd said "PNC Mobile was the logical choice for us. They have a proven track record in providing mobile services for the World Cup

Darren Jones, CEO of PNC Telecoms Ltd, said "we are delighted to be working with Jules Rimet Cup Ltd to provide mobile services for the World Cup

World Cup Content

PNC Mobile has produced a range of World Cup Content including:

- Animated and Still Wallpapers: includes everything for the England supporter including including a unique

- Ringtones: includes everything for the England supporter including including a unique

MORE

The England Supporters M-Mag

The England supporters M-Mag (mobile magazine) contains everything for the England Supporter including including a unique

The magazine contains both editorial and mobile content and will be updated over the course of the World Cup

Supporters are able to browse, purchase and download content through the WAP interface.

Billing is flexible and can accommodate credit based, subscription, once off purchase and gift vouchers

Service test numbers

Text Willie to 8XXXXX to receive your copy of The England Supporter's M-Mag

Reporting

Hosted in the PNC Network, the service is operated in a secure environment offering high level security

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