

## **Cirque du Soleil Partners with YuuZoo Mobile for First-Ever Global Program**

*By YUUZOO Corporation*

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*Cirque du Soleil, the world famous troupe which has brought wonder and delight to close to 80 million spectators in over 200 cities on five continents, is for the first time extending their global reach through mobile in partnership with YuuZoo.*

Singapore -- Cirque du Soleil, the world famous troupe which has brought wonder and delight to close to 80 million spectators in over 200 cities on five continents, is for the first time extending their global reach through mobile in partnership with YuuZoo, the fast growing new global mobile content, media and advertising company.

Starting today, Cirque du Soleil fans around the world will now be able to download show video excerpts, graphics and wallpapers directly onto their mobile devices through the new service being offered through Yuuzuu.

According to Ron Creevey, President of YuuZoo, "One major objective we have is to expand beyond traditional mobile offerings by providing our customers with a broad selection of popular, unique subjects. That's one reason we're very proud to be associated with such an innovative, creative world brand as Cirque du Soleil."

To celebrate this new partnership, a mobile promotion program will be offered that awards 5 winners an all-expense paid trip to Las Vegas for them and a friend to see one of the award winning Cirque du Soleil shows: KA.

### About YuuZoo

YuuZoo operates globally, and today offers more than 1 billion consumers in North America, Europe and Asia the ability to subscribe to a wide range of content and services that they can download and use on their mobile devices. Built on one of the industry's most advanced and robust technology platforms and offering a huge library of content from close to 400 leading global and local content providers, YuuZoo can through its billing agreements with more than 160 carriers in close to 50 countries provide users across the world with a new mobile world at their fingertips.

In addition to content, the company offers a broad range of highly targeted advertising opportunities for advertisers wanting to reach the billions of mobile users worldwide. Principal offices are located in Singapore, Los Angeles, New York, Beijing and Helsinki.

For more information on YuuZoo, please visit [www.yuuzoo.com](http://www.yuuzoo.com)

### About Cirque du Soleil

From a group of 20 street performers at its beginnings in 1984, Cirque du Soleil is now a major Quebec-based organization providing high-quality artistic entertainment. The company has 4,000 employees from over 40 different countries, including 1,000 artists.

Cirque du Soleil has brought wonder and delight to close to 80 million spectators in over 200 cities on five continents. In 2008, Cirque du Soleil will present 17 shows simultaneously throughout the world. The

company has received such prestigious awards as the Emmy, Drama Desk, Bambi, ACE, G meaux, F lix, and Rose d'Or de Montreux. Cirque du Soleil International Headquarters are in Montreal, Canada. For more information about Cirque du Soleil, visit <http://www.cirquedusoleil.com>

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