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mig33 Expands Mobile Content Store With Exclusive Ringtones and Wallpapers

Additions Follow on the Heels of Blockbuster Emoticon Offering that Drew More than 90,000 Downloads in First Week

Last update: 2:05 p.m. EDT July 15, 2008

BURLINGAME, Calif., July 15, 2008 /PRNewswire via COMTEX/ -- mig33, the global mobile social network, today announced the availability of new exclusive ringtones and wallpapers to the mig33 community via the company's recently launched Mobile Content Store and is currently looking for additional content partners. The company decided to offer the new ringtones and wallpapers in response to consumer demand and the overwhelming popularity of the company's initial offering, mig33 emoticon packs for use in the service's chat rooms.

mig33's goal in developing the store is to offer a mix of popular media that will enhance the mobile experience for users and allow additional options for entertainment and personalization to the mig33 community of more than 14 million registered users, now exchanging more than 300 million messages per day across the system. The company is actively reviewing additional content to offer in the store, and plans to roll out additional mobile media to mig33 customers in the coming months.

"The mig33 community is vibrant and active, always looking for new ways to harness the power of their mobile phone both as a multipurpose tool enabling them to do much more than simply make phone calls, but also to express their individuality to the rest of the community," said Steven Goh, co-founder and CEO of mig33. "The items we've selected to offer so far in our Mobile Content Store do just that and have been met with great enthusiasm. We're confident that these new offerings will also be a hit with our users."

The mig33 platform offers a mix of free and inexpensive services, including VoIP calls, instant messaging, e-mail, text messaging, picture sharing, and community features. With mig33, users can carry their entire social community with them wherever they go, on a device they never leave home without, creating an instant global social network.

The mig33 technology was built for the mobile phone, making it an integrated and easy way to access mobile instant communications around the globe. Users share content while chatting in forums or specific chat rooms they create to build their own personal communities. The service is available to any mobile phone user and is optimized to work with more than 1,000 handsets including the blackberry, and the recently released Window's mobile build.

To learn more about mig33 or to shop for ringtones, wallpaper or emoticons please visit <http://www.mig33.com>.

About mig33

mig33 is the award winning global mobile social network. Located in Burlingame, Calif., mig33 was named DEMOGod at the fall 2007 DEMO Conference, and selected as the winner of Silicon Valley/San Jose Business Journal's 2007 Emerging Technologies Awards in the category of Social Networking. With more than 14 million global users already, mig33 offers mobile phone users the power of the Internet and cost savings on VoIP calls, email, instant messaging, chat rooms, text messaging, profiles and photo sharing. For more information, visit <http://www.mig33.com>

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