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mig33 Adds Noted Silicon Valley Leader to Board of Directors



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Richard Yanowitch, Veteran Silicon Valley Entrepreneur and Executive Joins mig33 Board of Directors

BURLINGAME, Calif., April 7, 2008 /PRNewswire/ -- mig33, the global mobile social network, today announced veteran Silicon Valley entrepreneur and executive, Richard Yanowitch, has joined the company's Board of Directors in the role of independent director. Yanowitch is CEO of The Entrepreneurs Group and was previously a venture partner at Accel Partners.

Yanowitch has a proven track-record transforming early-stage companies into high-growth market leaders, creating millions of customers, billions of dollars in revenue, and multiple-billions of dollars in sustained shareholder value. He recently served as Vice Chairman of the NDS Group, a \$700 million market leader in digital media technologies, and as Senior Consultant to News Corporation, where he reported to Chairman and CEO Rupert Murdoch.

"Richard has advised mig33 since we moved the company to the U.S. and we are very excited to have him join the mig33 Board of Directors," said Steven Goh, CEO and co-Founder of mig33. "We are leveraging his broad expertise in building successful start-ups to help us scale-up the many facets of our rapidly growing company."

Prior to NDS, Yanowitch served as Executive Vice President for internet services provider VeriSign, where his team built numerous high-growth businesses and helped lead its international expansion. Yanowitch also served as Vice President of Corporate Marketing for database provider Sybase, and was Director of Strategic Marketing at UNIX operating system provider SCO, where he was lead negotiator for a breakthrough licensing agreement and strategic investment with Microsoft. Previously, Yanowitch held various sales, marketing and management positions with Digital Equipment Corporation and Lanier Harris and served as entrepreneur-in-residence at the venture capital firm IVP.

"At The Entrepreneurs Group, we look for extraordinary entrepreneurs who have the vision to invent game-changing technologies which open up massive new consumer markets. Our job is to help them turn their vision into reality and support their companies in realizing their full potential," said Yanowitch. "I moved from an advisor to the Board of Directors because Steven Goh and mig33 have done a remarkable job in harnessing the power of the Web for millions of new mobile users around the world."

More than 11 million people in 200 countries around the globe have already signed on to the mig33 global community, with its extraordinary mix of social networking and Internet communication services, including chat, VoIP calls, instant messaging, e-mail, text messaging, photo sharing, and other social networking features. Users are sending tens-of-millions of messages to one another using mig33, carrying their entire social community with them wherever they go creating an instant global social network.

To learn more about mig33, visit 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 11 million global users already, mig33 offers mobile phone users the power of the Internet and cost savings

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