

mig33 MAKES U.S. DEBUT WITH MOBILE SERVICE THAT BRINGS THE POWER OF INTERNET COMMUNICATION TO ANY U.S. MOBILE DEVICE

Carrier-Independent Communications Service with More Than 7 Million Users Across the Globe to Bring Email, Integrated IM, Photo Sharing and More to U.S.

BURLINGAME, Calif. — Sept. 24, 2007 – mig33, the first integrated mobile Internet experience growing rapidly around the world, today launched its revolutionary mobile community in the U.S market by debuting a new service that can be accessed by any mobile phone user in America, regardless of the device or carrier.

“Millions of users around the world love our service and we’re very pleased to be bringing the mig33 experience to the states today for the very first time,” said Steven Goh, co-founder and CEO of mig33. “Today we’re launching a new WAP-based service that gives any mobile phone that can access the Internet the power and communications capabilities of the most advanced mobile devices available. We’ve already ‘democratized’ the mobile Internet communications experience around the world and we’re very pleased to bring the revolution to the U.S.”

The move into the U.S. comes on the heels of explosive growth that mig33 has seen as it has introduced the service in Asia and Europe. As the mobile phone has increasingly become people’s connected device of choice, more than 7 million phone users in 200 countries have subscribed to mig33 to get access to innovative mobile communications services. More than 27 million messages are sent among mig33 users daily and current subscribers refer 25,000 friends to the mig33 service every day.

In addition debuting the WAP service, mig33 also adds today for the first time the first free mobile e-mail capabilities. The e-mail service added to mig33 today will give any U.S. phone subscriber the ability to send and receive e-mail on their mobile phone. Subscribers can set up their own personal mig33 mobile e-mail account, or integrate their existing e-mail into the mig33 service so they can stay up date with friends, family and co-workers wherever they go.

While e-mail is the newest communication service to be added to the mig33 platform, the service already offers many cutting edge communications capabilities including:

- **Photo Sharing** – Snap a pic and send it to any other mig33 member. mig33 keeps a copy of every photo you share and you can access the entire library on the mobile or the PC.
- **Profile Sharing** – Create your own profile on mig33 and share information about yourself with the mig33 community.
- **Chat** – More than 165,000 chat rooms are open on the mig33 service. Set one up to chat with friends or jump into a conversation taking place halfway around the world. Meet new friends in your community or in any of the 200 countries where mig33 has already become popular.
- **Integrated IM** – Easily send instant messages to any of your friends, regardless of which service they use. mig33 has integrated IM services from Yahoo!, MSN and AOL. More will be added before the end of the year, giving mig33 the most robust integrated IM available.

- **Mobile VoIP** – Simply click to call a contact or dial any number in the world and save up to 95 percent on the call with mig33.

The company also unveiled two other additions to its service that will make mig33 more accessible than ever. Today, mig33 launched its first WAP destination, a Web site-based application that allows any user with a Web-enabled phone to access mig33 services. And starting today, users can use all of mig33's great services from their computer as well. On the Web, mig33 subscribers can access the integrated IM capabilities or even send an SMS message from their PC.

Created solely for the mobile phone and its many platforms and models, mig33 is integrating applications and content on mobile phones to extend online communications and communities beyond the computer. The easy-to-use application works on most mobile phones, even basic models, regardless of carrier, and creates an instant global mobile community experience to share with new and existing friends.

mig33 will continue to add services and features for its entire global community can use. Before the end of the year, mig33 plans to offer mobile phone content and expand its footprint of phones to both Palm Treo and RIM Blackberry devices.

About mig33

mig33 is the global mobile Internet community. The company recently relocated from Perth, Australia to Burlingame, Calif. With more than 7 million global users already, mig33 offers mobile phone users the power of the Internet and cost savings on VoIP calls, text messaging, instant messaging, chat rooms, profiles, photo sharing and now e-mail. For more information, visit <http://www.mig33.com>

#

Contact:

Erica Jostedt
ej@sutherlandgold.com
925.890.6889