



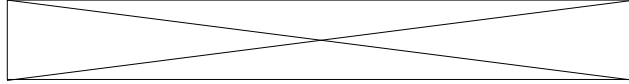
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### Social network gets an update

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Written by Staff writer  
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Mig33 offers its users a more dynamic and up-to-date experience, the company says.

Mig33 is being enhanced with the addition of several features designed to keep its users up to date on current trends in its realm. The global mobile social network already offers cheap calls and SMS, e-mail, chat rooms, photo sharing and other applications to its users, the company says.

Mig33 co-founder and VP for marketing Mei Lin Ng says the network is more than just about chatting. "It's a community and lifestyle. With these new enhancements, we're adding more interactivity and personalisation for our users, as we continue to build and grow the mig33 community."

Enhancements to the social network will include status updates, which users can modernise at their will, says mig33. Users can also see their friends on the network, and will be allowed to customise their home sites by changing screen colours and images.

#### Cellphone catalysts

The mobile social network has more than 18 million global users with two million of them in SA. The integration of cellphones and the Internet has led to the exponential rise in social networking, the company says.

Millions of people in developing countries such as SA are connecting to the Internet for the first time via cellphones, Ng says. This growth in Internet users has necessitated the need for dynamism in social networking, she adds.

"We've created a vibrant and active user community where people are sharing information, from local stories within friends' networks to what's happening on the other side of the world, and finding like-minded others in chat rooms and through profiles."

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