

FOR IMMEDIATE RELEASE

Media Contact

Mei Lin Ng

Meilin.ng@mig33global.com

1.415.728.4560

Partnerships, Growth at Mobile Community mig33

Burlingame, Calif. – August 28, 2009 – mig33, the world's largest mobile-first community with over 25 million registered users, today announced a key partnership with PT Trikomsel Oke Tbk. (Trikomsel), the leading mobile retailer in Indonesia, continuing a string of successes across Asia, India and beyond and underscoring mig33's position as a trend setter in the mobile industry.

Today's news follows other recent agreements in the region, including mig33's deal with Indosat, the largest mobile provider for 15-30 year olds in Indonesia, and with several Indian Premier League cricket teams, in which mig33 developed and introduced mobile fan clubs for millions of customers.

These partnerships have further strengthened mig33's position in "mobile-first" markets, or regions and demographics in which the mobile phone is the primary access medium for communication and entertainment. In many of these regions, mig33 is the mobile community of choice and the place millions go, on their phones, to stay in touch with friends, make new friends, play games, share photos, and more. These partnerships have also allowed mig33 to sell an increasing range of virtual goods and merchandise to mig33's broad user base.

Consistent with this focus and growth in the region, mig33 today also announced that it will relocate its headquarters and most of its staff to Singapore, and will expand other local operations, such as in Malaysia, Indonesia and India. The move will bring mig33 closer to both customers and key business partners, and pave the way for additional relationships in the near future.

In turn, current CEO Steve Boom will assume the position of Executive Chairman, remaining based in Silicon Valley, while co-founder Steven Goh will become CEO and oversee day-to-day company operations from Singapore.

About mig33

mig33 is the world's largest mobile-first community, providing a variety of communications and entertainment services for more than 25 million members and their mobile devices worldwide. With mig33, members in more than 200 countries engage in vibrant chat communities, instant messaging, email, photo sharing, virtual gifting, profile building and sharing, and more. The service is available worldwide, optimized for more than 2,000 handsets. Founded in 2005, the company is backed by Silicon Valley venture firms Accel Partners, Redpoint Ventures and DCM. For more information, please visit www.mig33.com.

###