



MEDIA INFORMATION

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Global mobile social networking leader, mig33, launches prepaid card for low-cost international calls

With more than two million users in South Africa, global mobile social networking leader, mig33 has launched a new prepaid calling card service that reduces the cost of international calls by up to 95%.

mig33 is the largest global mobile social network, having gained 10 million users across more than 200 countries since its launch in December 2005. People around the globe are using mig33 for sending more than 45 million messages each day and sharing more than a million pictures a month.

“mig33 was the first global mobile social network to bring the power of the Internet and a global community to anyone with a mobile phone,” says co-founder and CEO Steven Goh.

Unlike many other social networking services, mig33 offers a full suite of services such as VoIP calls, e-mail, instant messaging, chat rooms, text messaging, profiles and photo sharing.

Because mig33 technology was purpose built for the mobile phone, it works on most handsets, even basic models, regardless of carrier. mig33 was the winner of the Silicon Valley 2007 Emerging Technologies Awards in the category of social networking.

Basic communications services are provided free, to enable users to communicate with friends and family via chat and instant messaging. Users can also express themselves with profiles and share photos with each other.

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

“We’ve also established a commerce system, where users buy credits to pay for fee-charging services like cheap voice calls and SMS. With the launch of our prepaid card, users now have easy access to pay and participate in this commerce system.”



“We plan to add more communications, information and commerce tools, such as mobile content, to enable users to stay more connected to friends and family, and engage in the increasing range of services now accessible on the mobile phone.”

“mig33 is truly global, easily connecting users to each other regardless of location – right across the world,” says mig33 co-founder Mei Lin Ng. “With the spread of the Internet on the phone, geographical boundaries are becoming less important, and the context of relationships and how people connect are changing.”

“mig33 will enable the first Internet experience for millions of people, particularly in developing countries, where many connect to the Internet for the first time from their mobile phones.”

“In South Africa, mig33 is helping bridge the digital divide by bringing Internet access and communications to mobile phone users across cities, towns and remote areas, giving them access to a wealth of information that was previously out of reach.”

mig33’s first partnership in South Africa with Lutiek Distributors enables the company to offer prepaid services at more than 2,000 mobile phone retail stores along with more than two million people already using mig33. The prepaid calling cards are available in denominations of R10, R20, R50 and R100 from retail outlets throughout South Africa.

“mig33 is actively working to expand its presence in South Africa and plans to announce similar partnerships in the coming months,” says Ng.

“mig33 is a viable option for prepaid card vendors looking for a differentiated product to add to their distribution channel, opening access to mig33’s loyal base of repeat buyers to them for the first time.”

About mig33

mig33 is the award winning global mobile Internet community. Located in Burlingame, California, 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 10 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 and photo sharing. For more information, visit <http://www.mig33.com>



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