

mig33 CONTINUES TO ADD MOBILE INTERNET FEATURES FOR MORE THAN 7 MILLION USERS

GoogleTalk Integration and Additional Community Features Compliment and Personalize mig33's Lineup of Mobile Communications

BURLINGAME, Calif. – Oct. 15, 2007 – mig33, the first integrated mobile Internet experience, today launched new features for its mobile community to enhance and personalize the many ways mig33 helps people stay in touch with friends and family across the globe.

mig33 adds these features to its huge global community of more than 7 million mobile phone users in over 200 countries. These loyal users rely on mig33's integrated mobile services as their primary, if not only, access to Internet communications, and are sending more than 30 million messages and referring more than 25,000 friends to the mig33 service every day.

"We continue to integrate and optimize traditional Internet communications on the mobile phone, as it has increasingly become the connected device of choice," said Steven Goh, CEO and co-founder of mig33. "Our users are closely connected with the community and we are adding more ways to stay in touch and personalize their mobile communications experience."

New personalization and community presence features include:

- **Integrated IM for GoogleTalk**– Now users have an integrated mobile experience for GoogleTalk, as well as Yahoo!, MSN, AIM and mig33.
- **Emoticons** – For a more complete IM and chat experience on the mobile phone, mig33 adds a wide selection of emoticons and smileys so users can express their moods to anyone on any buddy list.
- **"Buzz" and "LookOut"** – New community features enable users to tell their friends to get online and get updates on their online status, using SMS alerts.

mig33's community can now access these mobile Internet services in addition to: e-mail, integrated IM, chat rooms, picture sharing, profiles and mobile VoIP calls.

Created 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 has also recently added a WAP site for mobile users to experience its services with no download, in addition to their website, both with all the functionality mig33 gives you on the mobile phone, as they continue to add services and features for its entire global community. 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, 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>

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