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mig33 DELIVERS MOBILE VOIP TO ONE MILLION USERS FROM THE MALDIVES, TO MELBOURNE TO MANCHESTER

mig33, a mobile VOIP service, is delivering more than one million users with cheaper calls and a range of communication tools including chat, SMS and instant messaging.

Depending on the country, users can save up to 95% on their international calls and roaming costs by using mig33 to create a call between any two phones.

The brainchild of experienced online development executives Mei Lin Ng and Steven Goh, formerly of Sanford Ltd, mig33 connects consumers with a java-enabled mobile phone.

The team at mig33 identified, through customer feedback and research, that the key to increased take up of VOIP was delivering an easy and convenient way to make mobile phone calls.

Launched in December 2005, the service has attracted more than one million users from more than 200 countries through their mig33 mobile (<http://wap.mig33.com>) and Internet webpages (<http://www.mig33.com>).

Co-founder Mei Lin Ng said mig33 had a reputation with members as a simple and valuable service.

"Every day, hundreds of thousands of mig33 users all over the world are reaching out to their friends, family and work colleagues." Ms Ng said.

"But most importantly, mig33 is a mobile community that connects people from all over the globe, and helps users save on their phone bills.

"Every day, mig33 users are sending several million messages over our mobile Chat and SMS services, and placing tens of thousands of phone calls through our global VOIP network with calls being connected through our infrastructure in Australia, the United Kingdom, Hong Kong and the USA.

"Importantly, both members and non-members can connect using mig33."

mig33 is also used as a mobile roaming solution. As part of the service, users can create a call between any two phones. Both phone numbers receive an incoming call, and mig33 connects both of these calls together to form the one phone conversation.

"mig33 has created an online community, linking people from a wide range of places including the United Kingdom, Maldives, South Africa and Bangladesh," Ms Ng added.

Ms Ng said payment for mig33 was simple and provided users with a number of alternatives.

“The pricing and payment model is similar in many ways to a pre-paid mobile phone card.

“Users can pay for the service by credit card. Alternatively, users can purchase credits for the service from mig33 Affiliate partners. We are expanding our Affiliate network to grow partners in more and more countries.

“Affiliates buy credits in bulk and resell these credits in smaller denominations. Credits are usually resold in the form of prepaid vouchers and prepaid cards, locally in an Affiliate’s country. This enables the many users who may not have access to credit card and electronic forms of payments, to have access to cheap mobile VOIP using mig33.”

The benefit of mig33 is in combining a mobile instant messenger and an inbuilt international calling card. But the difference with mig33 is it is one easy-to-use service customers install on their phone. Customers receive reduced call costs without the inconvenience of having to punch in serial numbers like prepaid mobile phone cards.

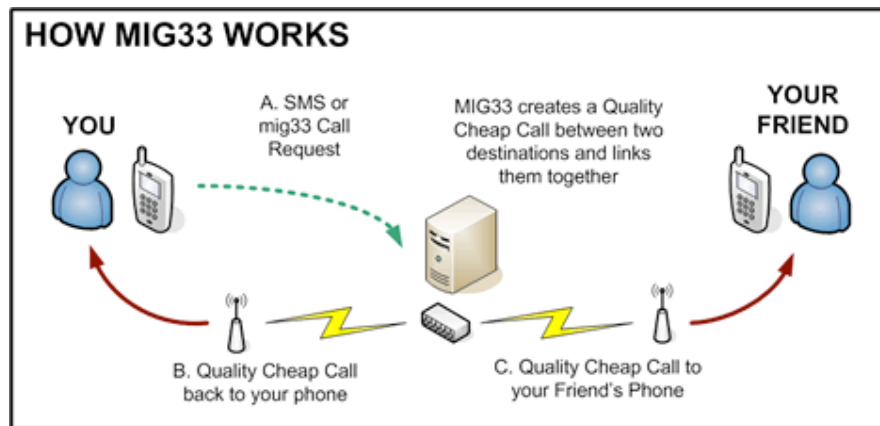
About mig33

mig33 is a subsidiary of Project Goth Pty Ltd (Project Goth), a private Australian company established to deliver consumers with cheaper mobile communication alternatives using the internet.

Founded in 2003, Project Goth is the creator and service provider of mig33, a massive mobile VOIP community. Project Goth is a privately owned Australian Company founded by Mei Lin Ng and Steven Goh, formerly of Sanford Ltd (www.sanford.com.au).

Project Goth continues to progress discussions with interested parties to form partnerships for mig33, including network operators, prepaid card vendors and content providers in various countries.

mig33 has significant plans to grow the business into the corporate and SME market to deliver significant cost savings to international travellers.



Please visit: www.mig33.com

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