



MEDIA RELEASE

mig33 follows IPL success with free international phone calls

IMMEDIATE RELEASE

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Following its success in enabling fans all over the world to chat and interact with their favourite cricket teams in the recent Indian Premier League (IPL) cricket tournament in South Africa, leading global mobile community mig33 is offering free international phone calls to India, Pakistan and the United States from South Africa during July.

“We use the latest technology to bring cheap calls to the mig33 mobile community, and for this month only, calls to these three destinations are free,” says Steve Boom, chief executive officer of mig33. “This is another way we help our members in South Africa stay in touch with their friends and family across the world. All you need is a mobile phone.”

“When you make a call to these destinations in July, you will be charged our normal low rates and then on 1 August 2009, we will refund the costs of these calls back to your mig33 account. There are no limits to how many calls you get refunded.”

Those not yet part of the mig33 community can download mig33 on to their cellphone from wap.mig33.com. Once part of the mig33 community, they can visit the nearest Pick n Pay store, exchange their cash for a Ukash voucher and load credits for R10 or more into mig33 on the cellphone. Ukash is a form of electronic cash that can be used without the need for a credit card or bank account and can be redeemed for mig33 credits, just like buying an airtime voucher. This promotional offer ends on 31 July 2009. More details can be found on the website www.mig33.com/freecalls.

In addition to cheap calls, with more than 20 million users globally, the mig33 mobile community provides communications and entertainment services for users to connect on mobile. The mobile service connects millions of South Africans with friends and family locally and abroad.

During the IPL tournament, hundreds of thousands of cricket fans took part in joining the official mobile fan club of their favourite teams on mig33. Dolphins player Yusuf Abdulla, one of the highest wicket-takers in the IPL, now selected for the South African national T20 team, enjoyed connecting with fans

using mig33. Abdulla has been using mig33 for the past two years and has said during the IPL, "I have enjoyed using mig33 to connect with my friends on the go," he says. "During the IPL tournament, it was great to be able to use the same mobile service to connect with Kings XI Punjab fans everywhere, using a live celebrity chat on mig33." During the IPL series, mig33 members exchanged more than 15 million chat messages, took part in live celebrity chats, downloaded themes and exchanged virtual gifts and other mobile content to show their support for the IPL cricket teams.

About mig33

mig33 is a leading mobile community with more than 20 million users, globally. mig33 provides a choice of communications and entertainment services for users to connect on mobile. In over 200 countries, members engage in the vibrant chat community, instant messaging, email, photo sharing, virtual gifting and profiles, as well as cheap calls and SMS. For more information, visit www.mig33.com.

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on behalf of mig33