

mig33 Names Steve Boom Chief Executive Officer

Global mobile community continues rapid growth

BURLINGAME, CA, January 14, 2009 – mig33, the leading global mobile community, today announced the appointment of Steve Boom to the role of chief executive officer. Boom has also joined the board of directors. Steven Goh, co-founder and former CEO, will retain an active executive role with the company as executive vice president and member of the board of directors.

“Over the past three years, our company has taken a leadership position amongst mobile communities”, said Steven Goh. “Steve’s an outstanding and talented executive. I’m personally excited about working with him to take the company to the next level by creating an exciting and engaging experience for our customers and rewarding outcomes for our partners.”

“mig33 has always been at the forefront in bringing the power of communications and community from the Internet to the mobile phone,” said Steve Boom. “I am excited to lead mig33 into the future and build on the incredible assets that Steven and the rest of the mig33 team have created.”

Boom brings more than a decade of Internet and mobile industry experience to mig33. Prior to joining the company he was senior vice president of Yahoo! Inc.’s Connected Life division, where he had global responsibility for Yahoo!’s mobile business. In that role, he established the company as a leader in the mobile Internet with the #1 mobile Web site and delivered wide-ranging partnerships with mobile operators and handset OEMs. During his 10-year career at Yahoo!, Boom held several senior management positions in both the US and Europe. He first joined the company in London as an early member of the European management team, where he was responsible for building new business models and strategic alliances for Yahoo!’s European operations. Boom began his career as an attorney at Venture Law Group in Silicon Valley, where he advised Internet and software startups such as WhoWhere?, Moai Technologies and Whistle Communications.

Kevin Efrusy, general partner at Accel Partners and a member of the mig33 board of directors, added, “The board is delighted to have an executive of Steve Boom’s caliber join mig33 to lead the company forward. The future of mig33 is very exciting.”

About mig33

With more than 18 million users, mig33 is an award-winning global mobile community offering mobile phone users the power of the Internet’s social and entertainment services through instant messaging, chat rooms, text messaging, VoIP calls, email, profiles and photo sharing. The service is available to any mobile phone user and is optimized to work with more than 2,000 handsets. Founded in 2005 and located in Burlingame, California, the company is backed by Silicon Valley venture firms Accel Partners, Redpoint Ventures and DCM. For more information, visit www.mig33.com

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