



Social networking on mobiles goes global

World first as Kink Kommunity links Australia and UK in real time

Perth 07 August 2006 – Australian 3G content provider Loop Wireless today announced its intention to link the Kink Kommunity portals in Australia and the UK – a world first for mobile social networking.

The UK launch of Kink Kommunity follows its success on 3 mobile in Australia, where it has become the top social networking product among the young adult demographic. Just ten weeks after its launch, Kink Kommunity is already one of the most popular content products on 3 mobile in the UK.

Kink Kommunity allows subscribers to use their 3 mobile phones to interact with others, including posting their own photos and video content; invite or make comments; and chat – all in an environment that is moderated and monitored under strict guidelines 24/7.

By linking the Kink Kommunity portals in Australia and the UK, users from both countries will be able to use all the functions of the product to communicate in real time.

Ian Rodwell, CEO of Loop Wireless said “Social networking has become the biggest youth trend of the decade, rapidly replacing text messaging and online forums as the primary way for young people to interact.

“Never before could you communicate via a mobile phone portal with another network, let alone another country.”

The growth of Kink Kommunity is not just in terms of users but also in time spent engaged in interacting.

“In Australia, we’re seeing average user times of around 20 minutes per session in which subscribers can communicate, create, connect, interact or just passively consume – all through the mobile phone in their hand.

“The UK session times are even longer and involve over 6 million page hits per day and 10 million chat comments posted monthly,” Ian Rodwell said.

While social networking has previously been confined to the fixed online environment, Kink Kommunity is specifically designed and built for 3G enabled



mobiles, extending the ability to connect with each other even when you're out and about.

"Mobility makes the connections on Kink Community immediate, spontaneous and more intimate," Ian Rodwell said.

Kink Community has already achieved an Australian Interactive Media Industry Association award and was recently short-listed for a SPAN award for Innovation.

Loop Wireless expects Kink Community to continue to attract strong ongoing growth in Australia and the UK as well as expanding into new markets by the end of 2006.

"Mobile social networking is the activity that is going to provide the true digital media convergence that we have been talking about for years. It's not about the future, it's here and it's now and the number of subscribers grows daily." Ian Rodwell said.

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About Loop Wireless

Loop Wireless is focused on delivering leading 3G wireless multimedia services to global consumers within the youth and young adult demographics.

With over 20 years experience delivering creative multimedia solutions in global markets, Loop Wireless combines product development and product marketing expertise into its core business, creating a significant 3G content company.

Winner of the 2005 'Australian Interactive Media Industry Association' Best Wireless/Mobile Product - Kink Community on 3 Mobile.

Visit our website at
www.loopwireless.com