



Loop Links International Communities in 3G Mobile World First

Perth, Australia, 11th December 2006 – Australian wireless media company Loop Wireless today announced it has successfully joined Kink Kommunity (Kink) members in Australia and the UK – a world first for 3G mobile social networking.

Kink Kommunity is a social networking product available on 3, a 3G mobile service. Members can post their own user-generated content including videos and photos, rate each other's content, chat instantly, create friends lists, and share their content peer-to-peer – all in an environment that is moderated and monitored under strict guidelines 24/7 through Loop Wireless' Griffin platform.

Kink first launched in Australia last year on 3 mobile, attracting a strong following. The UK Kink service launched earlier this year and has built a similar following. The two communities are now connected, meaning members can share content and chat to each other, across the miles.

Paul Grueber, Head of Business Development and Marketing for Loop Wireless said "We're very excited that an Australian company has captured what is arguably this decade's most explosive youth trend of social networking, and achieved a world first for 3G mobile ahead of brands like YouTube and MySpace, connecting members from opposite ends of the earth on their mobile phone."

While social networking has previously been confined to the online environment, Kink Kommunity is specifically designed and developed for 3G enabled mobiles, so subscribers can connect with each other even when they're out and about.

"The key for consumers is mobility, immediacy, and the monitored environment Kink Kommunity provides. Kink allows members to socially network with each other in a spontaneous and intimate way, and our latest initiative means networking across Australia and the UK in a borderless way, just like the net but with mobility," Paul Grueber said.

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About Loop Wireless

Loop Wireless is a company focused on delivering leading wireless media 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, creating a significant wireless media company.

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

Visit our website at
www.loopwireless.com