

## MEDIA RELEASE

### **LOOP MOBILE SIGNS AGREEMENT WITH USA'S ADVANCED 3G MOBILE NETWORK, HELIO**

*Agreement further expands MOKO's direct carrier distribution network and now connects North America with the United Kingdom and Australia*

**Sydney, 21 July, 2008** – Loop Mobile Limited (ASX: LPM, "Loop") today confirmed the launch of its MOKO Chat and Share mobile service with USA's advanced 3G Mobile network, Helio, [www.helio.com](http://www.helio.com). This agreement further expands MOKO's direct carrier distribution network, and now connects North America with the United Kingdom and Australia.

MOKO.mobi is now live on the Helio mobile web "Surf & Search" offering. Helio is one of the most advanced 3G mobile service operators in the USA.

"This announcement reflects a strategic cultural fit for the MOKO.mobi community," said Martin Hoffman, Loop's CEO.

"Helio has positioned itself as a one-of-a-kind premium mobile service in the USA. Its members are focused on mobile and exceed industry averages for use of text messages, instant messaging, web access via the mobile and photo sharing. Our MOKO.mobi community members are very similar in profile and we believe that our innovations will be well received by Helio users," he concluded.

**Ends**

#### **About Loop Mobile Limited**

Loop provides an advanced, fully integrated mobile and online instant chat, user generated content, and social networking community globally to carriers and major brand properties, as well as directly to consumers via mobile web and the web.

Targeting the youth and young adult demographic, the company's flagship service, MOKO.mobi, is implemented across the 3 Mobile Australia, Virgin Mobile Australia



Optus Singtel, and Helio USA wireless networks. MOKO is also available worldwide via the Mobile Web and Web at [www.moko.mobi](http://www.moko.mobi).

Loop was founded in 2004 in Perth and is today headquartered in Sydney. Its proprietary platform enables the uploading and viewing of photos, audio, videos, personal profiles, instant chat, private media messaging, search facilities and additional features.

[www.loopmobilelimited.com](http://www.loopmobilelimited.com)

**For media interviews or to organise a demonstration of MOKO.mobi please contact:**

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