

MEDIA RELEASE

LOOP LAUNCHES MOKO ONLINE TO FULLY INTEGRATE WITH MOBILE MOKO

Sydney, 21 July, 2008 – Loop Mobile Limited (ASX: LPM, “Loop”) today announced that it has launched MOKO Online, a fully integrated web version of its award-winning mobile community.

“The MOKO service now connects its existing global mobile community user-base with the MOKO online community, offering the most complete set of community features and functions across both the mobile and PC devices that are available to consumers today,” outlined Martin Hoffman, CEO, Loop Mobile.

Hoffman added, “MOKO Users can now chat and share with their friends in real-time across both their mobile and PC device. New profiles can be set up on either device, whilst photos and videos can be uploaded and viewed from each device as well. This is an important differentiator for the MOKO service.”

To experience MOKO.mobi, users just enter www.moko.mobi into a mobile or PC internet browser.

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.

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

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

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