



## **MEDIA RELEASE**

### **Loop Mobile's MOKO Awarded Best Mobile Community and User Generated Content Service**

**Sydney, 7 June 2007** – Loop Mobile (Loop), an international provider of mobile social networking services, has been awarded Best Mobile Community and User Generated Content Service at the Meffys, or Mobile Entertainment Awards 2007 held this week in Monte Carlo. The Meffys are run by the Mobile Entertainment Forum, the leading global trade association for companies large and small across the mobile entertainment value chain.

The award is one of the most prestigious international achievements in the industry and positions Loop Mobile as both innovative and commercially successful at building global user communities.

According to Martin Hoffman, Loop Mobile's CEO and Managing Director the award is a great honour and represents the company's commitment to developing innovative products and services that enhance mobile social networking.

"Our goal has always been to remain innovative and provide MOKO users with the best possible social networking experience on the planet.

"For our peers to judge us as global leaders is not only extremely pleasing, it further encourages us to continue to build on our unique service offering," Hoffman said.

The Meffys are the industry's official benchmark for measuring success and rewarding innovation in the mobile entertainment arena. Judged by independent experts and analysts, the Meffys provide innovators with an unrivalled opportunity to be considered for the industry's top accolades.

The Communities and User Generated Content award ranked organisations that created a genuinely engaging and interactive experience for the consumer and had also experienced commercial success. Particular focus was paid to:

- Innovation – technical, creative or commercial
- Ease of use
- Evidence of building user communities
- Quantifiable business benefits
- Proven success in the market as demonstrated by number of subscribers, stickiness and average revenue per user (ARPU)

Earlier this year Loop outlined plans for its initial public offering and listing on the Australian Stock Exchange (ASX). The IPO offer for up to 25 million shares at \$0.20 per share will raise up to \$5 million, with a minimum subscription of \$4 million. The offer opened on 30 May and closes on 8 June 2007.

Loop is an international provider of mobile social networking services, focused on 3G networks, and targeting the youth and young adult demographic. Today the company's flagship mobile social network product, MOKO, is implemented across the 3 Mobile Australia and 3 Mobile United Kingdom networks.

Established in Perth, Western Australia in 2004, Loop today is led from Sydney by Martin Hoffman, Chief Executive Officer (CEO) and Managing Director. Mr Hoffman is the former CEO of Ninemsn.

Loop also provides white-label mobile social networking and community services for third-party brand and content owners. Loop operates the "ChatZone" services on Telstra's NextG network for Telstra's exclusive Australian Football League, National Rugby League and V8 Supercars content. Loop also provides a social network service based on the 2007 Big Brother program, in conjunction with 3 Mobile Australia, Channel TEN and Endemol Southern Star.

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