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Mobile Social Community mig33 Expands its Offerings With Successful Launch of Games

One Million Players in First 60 Days

Singapore – November 12, 2009 – mig33, the world's largest mobile-first community, today announced that it has further broadened its offerings with the launch of mobile games, reporting that more than one million members played the company's new "premium" mobile games within 60 days of their launch.

mig33's launch of social gaming is the latest in a series of moves designed to bolster the company's position as the largest and fastest-growing mobile Social Entertainment Service in emerging markets outside of East Asia. Those moves include not only new key offerings for the mig33 community itself, but industry partnerships that enable mig33 to further expand its footprint.

"We are on a mission to become the Tencent QQ for the rest of the world, and our Social Gaming milestone is yet another step in our company's march to achieving that goal", said Steven Goh, CEO and co-founder, mig33. "Without having to install a new client, our millions of users can immediately play games in any of mig33's thousands of active chatrooms."

mig33 has introduced over a dozen pay to play games including Werewolf, Vampires, Trivia and Dice. The company's unique platform has meant that all of its users can play the game on the mobile and on the web using mig33's proprietary virtual currency, migCredits.

"Asia has seen some of the world's fastest growth in terms of social and mobile networking," said Steve Boom, Executive Chairman, mig33. "But even wildly successful incumbents like Tencent QQ and DeNA have remained landlocked in their respective regions. mig33 is quickly growing to be the Mobile Social Entertainment Service of choice everywhere else."

About mig33

mig33 is the world's largest mobile-first community, providing communications and entertainment services for more than 25 million members and their mobile devices worldwide. With mig33, members in more than 200 countries engage in vibrant chat communities, instant messaging, email, photo sharing, virtual gifting, profile building and sharing, and more. The service is available worldwide, optimized for more than 2,000 handsets. In mid 2009, mig33 partnered with Indonesia's largest mobile retailer, PT Trikomsel Oke, to begin offering mig33 payment vouchers in OKE's more than 800 retail outlets. Founded in 2005, mig33 is backed by Silicon Valley venture firms Accel Partners, Redpoint Ventures and DCM. For more information, please visit www.mig33.com.

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