



NEWS RELEASE

Frengo Leads Mobile Social Networking on Facebook

***Flirtable is the #1 Independent Mobile Application with Over 2 Million Users;
Stands to Disrupt Online Dating***

Redwood City, CA– December 18, 2007- Frengo, the leading provider of social mobile services with over 7 million users, today announced the launch of Flirtable Mobile and its extended Facebook mobile Toolkit. Having gone live just a month ago on Facebook, Flirtable has attracted over 2 million users and is receiving over 10 million page views each day. Extending the success of Flirtable online, Frengo Flirtable Mobile allows people to access a variety of communications and services directly from their cell phone. Flirtable users can now review profile pictures, have private one-on-one conversations, send gifts, initiate new conversations, and receive alerts to be notified of critical social events. Flirtable is now the #1 independent mobile application on Facebook and is listed as a Top 25 application out of 11,000+ applications on Facebook today. Frengo has also extended its Mobile Toolkit which already powers several top mobile services on Facebook.

As people continue to be engaged in a variety of online social activities, cell phones have quickly become the new medium to stay up-to-the-minute even when they aren't at home in front of their computers. This is especially true for people between 16 to 25 years old, who want to stay in touch with their entire social circle – including existing friends or new friends – anywhere and anytime.

“Mobile social services are fast becoming the new way to meet people and get hooked up across the world,” said Mahi de Silva, Frengo CEO. “People pay more than \$30 per month in subscription fees using traditional dating services to look at profiles and be introduced to new people. Now, people can easily browse through millions of profiles online, filtered for their preference, initiate conversations and escalate the relationship if they choose – all for free. The mobile aspect brings a whole new level of convenience and fun, making it easy for people to be in touch in ways that were just not possible before.”

Frengo has quickly become the leading provider of mobile messaging services on Facebook. By extending the Facebook API, the Frengo Mobile Toolkit is powering the mobile services from top Facebook developers including RockYou and Slide. Horoscopes, which was co-developed by Frengo and RockYou, has over 6 million users and is one of the few applications on Facebook that has been directly monetized - with premium services charged directly to the customer's phone bill. Frengo also created a unique set of mobile capabilities for Top Friends from Slide, one of the most popular Facebook applications with over 20 million users. Frengo provides a group messaging capability for Top Friends that allows users to set up and participate in conversations across web and mobile users concurrently. The Frengo Mobile Toolkit includes US and International support, SMS text messaging and WAP (Mobile WEB) interactions, advertising brokering, monetization, and premium text-based billing services.

Frengo provides integrated web and mobile services to over 7 million people through a variety of channels including Facebook. Frengo is integrated with all the major wireless carriers in the U.S and growing number of leading mobile carriers around the world, with the ability to reach over 2 billion people on their cell phone worldwide.

About Frengo

Frengo is the leading provider of social mobile services. Frengo builds upon the “social graph” of on-line users to create mobile experiences that keep people connected, informed and entertained while on the go. Frengo provides tools to let anyone create and share user generated content within a friend circle or across a large audience via SMS text messaging and the wireless web. Frengo also creates and distributes SMS-based games and contests around entertainment and sports categories where customers can earn points and win prizes. For more information, visit www.frengo.com.

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