

ASX RELEASE

MOKO.mobi expands into the Philippines

MOKO.mobi now available on SMART, Philippines largest mobile network with 33 million customers

Sydney, 8 December 2008 – Loop Mobile Limited (ASX: LPM) today is pleased to announce that its flagship service, MOKO.mobi, has launched on the Smart Communications mobile portal.

MOKO.mobi is now directly available to more than 33 million Smart mobile customers. Mobile users will also be able to link to other users in the Philippines, via MOKO.mobi on the web.

Loop Mobile has signed a partnership agreement with Bidshot Wireless Services for the Philippines territory, which provided Loop Mobile with “fast tracked” entry into the burgeoning mobile web market in the Philippines. MOKO.mobi on Smart will be the first deployment under this agreement.

MOKO.mobi has been localised for the Philippine market, (including a local editorial team with local user competitions and promotions) and will operate on a “user-pays” model, similar to the existing Australian business model.

“This launch signals MOKO.mobi’s appeal in the high-growth emerging mobile markets of South East Asia”, said Ian Rodwell, Loop Mobile’s CEO.

“MOKO.mobi is emerging as an alternative to Facebook and MySpace on the mobile because you can do everything from your mobile device,” Mr Rodwell commented. “You don’t need a PC to create and manage your account or to upload your own content, and this is very important in Asian markets where mobile web use continues to outpace PC web use”, he continued. “MOKO.mobi is also chat focused, making it very immediate and easy for people to connect.”

“The announcement today signifies MOKO.mobi’s continued global growth, and when localised, its appeal in emerging markets. We expect further announcements in the coming months, signaling MOKO.mobi’s further expansion onto carriers across the globe.” Rodwell said.

END

MEDIA ENQUIRES

Paul Grueber

+61 433 140 830

paul.grueber@loopmobile.mobi

About Loop Mobile Limited

Loop provides an advanced, fully integrated, mobile web and web instant chat, user generated content, and social networking community to carriers and major brand properties, globally. Loop also provides 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 Telstra Australia, 3 Mobile Australia, Optus SingTel, Virgin Mobile Australia, Smart Philippines, Virgin Mobile USA, and Helio USA wireless networks. MOKO is also available worldwide via the mobile web and web at www.moko.mobi

More on Loop Mobile at www.loopmobilelimited.mobi

About Bidshot Wireless Services

Bidshot Wireless Services, Inc. (BWS) is a leading provider of enhanced mobile messaging services, including the popular Chikka Text Messenger. The pioneering instant messenger, which seamlessly integrated SMS functionalities, is one of the first commercially successful integrations of web and mobile utilities.

A mobile enabler of online communities leveraging off proprietary suffixing and menu-based SMS technology, Bidshot first offered the wireless world an online auction site, mobile-enabled with actionable SMS alerts, wireless item message boards and location-based classifieds.

For more information on Bidshot's services, log on to www.bidshot.com