



MEDIA RELEASE

LOOP MOBILE SECURES CONTRACT WITH ITV, UK'S LARGEST COMMERCIAL TELEVISION NETWORK

Sydney, 14 November 2007 – Loop Mobile Limited (ASX: LPM) has secured a new contract for the development of a series of mobile communities for ITV plc, the United Kingdom's largest commercial television broadcaster. The contract will facilitate user generated content, user profiles, and instant chat for ITV audience members for a set of reality, entertainment, sport and talk programs.

The contract commences immediately and will see Loop Mobile tailoring its MOKO platform to be branded, MyITV, for the launch of individual television programs and accompanying mobile communities. Communities for X-Factor and the women's talk back show Loose Women are already live and new communities to be launched over the coming months include Britain's Got Talent, ITV Sport covering the English Premier League, UEFA Champions League and the Formula 1 Grand Prix, and one of the highest rating soap operas in Britain, Emmerdale.

The contract includes development fees for tailoring the company's platform to ITV Network branding and style requirement, plus a revenue share agreement on user generated content activity. This revenue was not forecasted by Loop in its IPO prospectus for the 2007/2008 financial year.

Loop Mobile Chief Executive Officer (CEO) and Managing Director, Martin Hoffman said this contract was part of an innovative incorporation of mobile communities for media organisations.

"We are pleased to announce this contract and be the first global organisation to work with ITV in building its mobile community presence. This contract is an endorsement of mobile community platforms and an exciting expansion of our business since listing in June,

Ends

About Loop Mobile Limited

Loop Mobile Limited is an international provider of mobile communities, targeting the youth and young adult demographic. The company's flagship mobile community product, MOKO, is implemented across the 3 Mobile Australia, 3 Mobile United Kingdom, and Virgin Mobile Australia networks. Loop also provides white-label mobile community services to major brand and content owners. Loop was founded in 2004 in Perth and is today headquartered in Sydney. Its proprietary platforms enable the uploading and viewing of pictures and videos, personal profiles, live chat threads, private messaging, search facilities and additional features. Loop was the winner of the 2007 Best User Generated / Social Networking Service "MEFFY" international award by the Mobile Entertainment Forum for MOKO.

www.loopmobilelimited.com

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About ITV:

ITV is the UK's largest commercial broadcaster, with our family of channels watched by more than 80% of the population every week.

ITV has the most successful commercial family of channels in the UK. ITV1 is the UK's most popular channel in peak-time; ITV2 is the UK's biggest non-terrestrial channel; ITV3 is the most popular non-terrestrial channel on Freeview; and ITV4 had the most successful digital channel launch to date. ITV also owns CiTV, the leading commercial children's channel on Freeview, and Men & Motors.

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