

**ASX RELEASE****UPDATE ON LAUNCH OF MOKO.MOBI ON  
SMART COMMUNICATIONS, PHILIPPINES.****Promotional launch period has revealed initial success  
well above expectations**

**Sydney, 15 December 2008** – Loop Mobile Limited (ASX: LPM) wishes to announce that in the first week of its launch of MOKO.mobi on the Smart mobile network in the Philippines has indicated that the potential take up by Smart customers is significantly better than expected.

Although this is the first week and providing for the fact that this is an introductory promotional period, where usage is generally much higher than at other times, the Loop directors feel that they should share with the market, their optimism in that the Philippines will become an important revenue stream for the Company. Whilst the response by the users initial interest has been very encouraging, there is no guarantee that this growth and activity level will be maintained and the financial success and profitability of Loop must still be considered speculative.

During this initial launch promotion, which will last only until January 5 2009, users do not have to purchase a subscription. However Loop will earn revenue from all MMS submitted into MOKO.mobi, along with one-to-one private media messaging (PMM)

From January onwards, users will have the option of purchasing a recurring daily, weekly or monthly pass to MOKO.mobi and the Company will share that revenue with the carrier along with the aforementioned MMS and PMM income.

Due to commercial confidentiality and in respect to our carrier partners, the Company does not release specific user-base numbers. The Company will however provide an update on revenue figures in the half yearly report.



## **About Loop Mobile Limited**

Loop provides an advanced, fully integrated mobile web and web instant chat, user generated content, and social networking community globally to carriers and major brand properties, as well as 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, Virgin Mobile USA, Helio USA wireless networks, and Smart Philippines. MOKO.mobi is also available worldwide via the mobile web and web at [www.moko.mobi](http://www.moko.mobi)

[www.loopmobilelimited.mobi](http://www.loopmobilelimited.mobi)