



MEDIA RELEASE

Loop Mobile renews mobile community contract with foundation client, 3 Australia

3 confirms long term commitment to MOKO mobile community, collaboration to identify and develop white label community opportunities to continue

Sydney, 28 April 2008 – Loop Mobile Limited (ASX: LPM) today announced that Australia's first 3G network, 3 Australia (3) has renewed its contract for mobile community networking services for the company's MOKO offering. 3 will continue to include the MOKO mobile community for Planet 3 members and further identify and develop joint white label mobile community opportunities for high profile branded content providers. This includes ongoing collaboration for the Big Brother reality television series.

Today MOKO on Planet 3 provides enhanced search facilities; instant chat; personal profiles; build friends lists; uploading and sharing photos and videos and MOKO Music.

"Our partnership with 3 has been very collaborative to date and this has produced outstanding results for Planet 3 members as well as both companies," outlined Mr. Martin Hoffman, CEO and Managing Director for Loop Mobile.

"Whilst the renewal of this contract with our first client globally is always a watershed moment, we are proud to continue to partner with a carrier that has had such a positive understanding and support for the evolution of our MOKO mobile community platform," he continued.

The MOKO community on Planet 3 is a monthly subscription based service with day pass use also available.

The continued popularity of the global MOKO community is apparent over the last 12 months of activity with over half a billion page impressions generated. To date MOKO has already achieved over 5 million user-generated MMS, over 80 million instant messages, over 3 million private messages and over 50 million video downloads. In the last 12 months, the average user session time has grown to reach over 75 minutes per user session.

In Australia MOKO is available on the 3 Mobile, Virgin Mobile and Optus networks. It recently launched MOKO Music and will shortly launch the fully integrated mobile to PC solution, MOKO Online.

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, Virgin Mobile Australia and Optus Communications networks. MOKO is also available worldwide via mobile internet at www.moko.mobi. Loop also provides white-label mobile community services to major brand and content owners including Telstra Australia and ITV PLC, the United Kingdom's largest commercial television broadcaster.

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. MOKO mobile community was also the winner of the 2008 National Association of Television Program Executives' (NATPE) Mobile++ Top 12 Awards for excellence in the mobile content marketplace MOKO was most recently selected as an Official Honouree for the Social Networking category in The 12th Annual Webby Awards. www.loopmobilelimited.com.

About 3

3 is Australia's first 3G network, bringing over one million customers mobile broadband, live Mobile TV, full length audio and video music tracks, live Video Calling, high-speed email and other great entertainment and information services in 3's Broadband Zones.

For media interviews or trial use of MOKO please contact:

Cathryn van der Walt
Einsteinz Communications on behalf of Loop Mobile
Tel: 0402 327 633
E: cathrynvanderwalt@einsteinz.com.au