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## **INTERCASTING PLATFORM TO DELIVER LEADING MOBILE SOCIAL NETWORKING COMMUNITY MOKO TO CARRIERS WORLDWIDE**

**Barcelona, Mobile World Congress – February 15, 2008** — Loop Mobile Limited (“Loop”) and Intercasting Corp., which provides ANTHEM™ to connect mobile carriers with social networking communities and entertainment companies, announced today they are working together to make MOKO, one of the world's leading mobile communities, available to ANTHEM™ mobile operators.

Loop Mobile and Intercasting plan to make the MOKO mobile community available to subscribers of carriers that have adopted ANTHEM™ in North America and Europe.

“This initiative is another step in the continued globalisation of the MOKO community and we are pleased to be working with Intercasting to enable a simple way for carriers to connect with the MOKO service,” outlined Mr. Martin Hoffman, Loop’s CEO and Managing Director. “We are confident that the full integration of the MOKO community on the Intercasting Anthem platform, will provide a compelling mobile community networking experience with the advantage of deep integration into the carriers messaging and billing systems.”

“ANTHEM’s flexibility means that we can help the MOKO mobile community expand its distribution and reach alongside the large web communities already on the social networking platform,” said Sean Kane, General Manager International of Intercasting. “Delivering the MOKO mobile community to more carriers and driving MOKO functionality further into core handset capabilities is a win all around.”

Loop’s MOKO mobile community has already generated over 4.5 million MMS, over 76 million instant messages, over 3 million private messages and over 35 million video downloads. In the last 12 months, the average user session time has doubled to reach 75 minutes per user session.

Intercasting currently works with wireless carriers such as Boost Mobile, Sprint, 3 UK and Virgin Mobile to provide a bevy of web-based community and social networking sites for subscribers through its ANTHEM™ platform. ANTHEM™ also currently serves major

brands and entertainment companies that wish to deploy mobile social networking communities.

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### **About Intercasting**

San Diego based Intercasting, a leading mobile social networking company, partners with wireless carriers, social networking companies and major brands & entertainment companies across the globe to drive the growth of personalized mobile media through its ANTHEM™ platform. Founded in 2004, Intercasting was the first company to deploy a carrier-grade mobile blogging and social networking application in North America with Rabble. Mobile carriers, brands and social networking sites interested in partnering with Intercasting please email [anthem@intercastingcorp.com](mailto:anthem@intercastingcorp.com).

### **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 and Virgin Mobile Australia networks with Optus Communications going live early 2008. MOKO is also available worldwide via mobile internet at [www.moko.mobi](http://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. [www.loopmobilelimited.com](http://www.loopmobilelimited.com)