



MEDIA RELEASE

Loop and 3 launch latest Big Brother mobile community for millions of Australia fans

Sydney, 28 April 2008 – Loop Mobile Limited (ASX: LPM) and 3 Australia today launched the most comprehensive mobile community for the Big Brother series to date. The Big Brother 08 mobile community will for the first time introduce fully portable personal profiles, allowing community members to join MOKO with their Big Brother profile. Big Brother 08 community members will be able to instant chat, create personal profiles, upload and share photos and videos, as well as participating in promotions and contests all from their mobile phone.

As part of the promotion, each Big Brother community member will receive a 30-day free pass to Loop Mobile's MOKO community to help them connect them to new friends around the world.

"We believe that this year's initiative to allow personal profiles to transfer across other mobile community networks will have great appeal for Big Brother audience members," outlined Mr. Martin Hoffman, CEO and Managing Director for Loop Mobile. "There are now more reasons to better connect with the program itself and keep connecting to like-minded people around the world."

MOKO is a global social community. It brings the power of social networking to the mobile phone via a robust set of tools that include multi-media messaging, instant chat, tagging, searching and streaming audio via MOKO Music. With hundreds of thousands of users across multiple carrier networks and mobile internet, MOKO users are generating millions of chargeable events for carriers. Today MOKO users maintain average user session times over 75 minutes and generate high Average Revenue Per User (ARPU) rates per month.

Loop Mobile's MOKO mobile community platform is available worldwide via mobile internet at www.moko.mobi.

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:

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