



MEDIA RELEASE

LOOP MOBILE'S MOKO COMMUNITY NOW AVAILABLE ON VIRGIN MOBILE

Loop Mobile signs second major carrier contract for Australia

Sydney, 25 October 2007 – Loop Mobile Limited (ASX: LPM) today announced the availability of its flagship mobile community, MOKO, on Virgin Mobile Australia's 'The Vibe' Portal from tomorrow 26th October. This new agreement with Virgin Mobile is the second major carrier announcement for the company within Australia. The MOKO community on Virgin Mobile will introduce powerful search facilities for users to connect instantly across Australia and around the world based on a range of shared interests. These include instant chat, creating personal profiles, building a friends list as well as sharing photos and videos

"Loop is excited to be working with Virgin Mobile and connecting its Australian customers with MOKO users around the world," outlined Mr. Martin Hoffman, CEO and Managing Director. "We are confident that the full integration of the MOKO community on Virgin Mobile will provide the most compelling mobile community networking experience available today."

Hoffman continued, "Our commitment to supplying the best user experience for the MOKO community will continue with the impending launch of MOKO Music. We look forward to rolling out our new offerings."

"Adding the MOKO community to our current portfolio of Vibe offerings was a strategic decision for Virgin Mobile" outlined Amber Morris, PR Manager, Virgin Mobile Australia.

"Virgin Mobile believes in only offering services that are relevant to our customers, and MOKO couldn't be a better fit. It is fun, easy to use and keeps people in touch – this is very much in line with the Virgin Mobile experience."

A joint marketing programme will also be launched to promote the MOKO community on Virgin Mobile to current and new Virgin Mobile customers. All new MOKO community users on Virgin Mobile will receive a one month complimentary subscription. The first 500 new Virgin Mobile customers purchasing a new handset and plan in each of the company's six retail stores will receive a complimentary MOKO merchandise pack. The MOKO community on Virgin Mobile can be accessed by visiting 'The Vibe' portal and clicking on the MOKO icon.

The MOKO community on Virgin Mobile is a monthly subscription based service, with day pass use also available.

The contract commences immediately and includes a revenue share agreement on user generated content activity, monthly subscription and provision of day passes for casual users.

Loop Mobile's MOKO community has today generated over 3 million MMS, over 72 million instant messages, over 2 million private messages and over 33 million video downloads. In the last 12 months the average user session time has doubled to reach 73 minutes per user session.

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 and 3 Mobile United Kingdom networks and available worldwide via mobile internet at www.moko.mobi. 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

About Virgin Mobile Australia

Virgin Mobile Australia is a leading consumer focused mobile network with its headquarters in North Sydney and stores in Sydney, Brisbane and Melbourne. Virgin Mobile launched in October 2000 and was a joint venture between Optus and Virgin Management, in January 2006 Optus became the sole shareholder and Virgin Mobile was merged with Simplus.

Virgin Mobile Australia has continued to achieve strong growth and now has over 400,000 customers and is one of the most recognised brands globally, representing strong customer focus and good value for money being sold through more than 3500 outlets across Australia.

Believing that the broadband market in Australia was complicated and confusing, Virgin Mobile launched an Australian first, Virgin Broadband in July 2007. Offering a suite of Home Phone and Mobile Broadband packages delivered over the Virgin 3G HSDPA enabled network (3G network) and allowing customers to get one single bill for mobile and broadband packages, Virgin Broadband is well and truly shaking up the Australia broadband market as we know it.

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