



Frengo Connects Users Across MySpace, Facebook, hi5, Orkut and Bebo Social Networks

Frengo leads industry in creating first interoperable applications amongst leading social networks

San Mateo, CA – May 6, 2008 – Frengo, the leading provider of social mobile services, today announced the availability of a suite of applications that run on top of and across Facebook, MySpace, hi5, Orkut and Bebo. Frengo focuses on social applications that are fun, engaging, entertaining and available anytime and anywhere – from a Web enabled PC or mobile phone. These applications not only allow users to interact with friends and friends-of-friends, but more importantly help establish new connections by discovering others across social networks who share common interests.

FLIRTABLE, the most-used mobile application on Facebook and a top 20 application overall, boasts four million members who use the social browsing and dating application globally. This application allows participants to surf profile pictures, send and receive private messages and virtual gifts and make introductions to friends. This is one of the first applications to interoperate amongst leading social networks. In addition to Facebook, FLIRTABLE is now available on MySpace, hi5, Orkut and Bebo. FLIRTABLE users can now interact with other users distributed across those networks. For example, a MySpace user can interact with other MySpace users as well as users of Facebook, hi5 and Bebo. Furthermore, FLIRTABLE MOBILE provides access to all of the above features from any Web enabled mobile phone.

“We are excited to unlock the potential of interaction across more than 200 million people on these social networks. This is reminiscent of text messaging ten years ago, when you could only message people on your network. The traffic was very small, but when the carriers established interoperability across these networks – the traffic and utility of texting exploded,” said Mahi de Silva, Frengo CEO. “Applications like FLIRTABLE have already found great traction within individual social networks but we are really jazzed about leading the charge to get users across these networks to connect with one another. We think it adds a whole new layer of vitality to social networks and raises the bar for other developers in this space.”

Another application called LOLz, a collaboration between Frengo and I Can Has Cheezburger? (<http://www.icanhascheezburger.com>) is also now available on MySpace, Facebook, hi5 and will be on Orkut later this month. It is a unique application that represents the utility that can rise as user-generated content, social media and mobile technology converge. Centered around user-submitted images and captions, this application brings the humor of “LOLCats” to social networks – making it easier to upload content, caption or re-caption popular images, and share with friends as a quick way to participate in a community of users who share a quirky sense of humor. LOLz can also be easily accessed from a mobile phone and includes features that allow users to easily upload and caption pictures from a camera enabled mobile phone.

In addition to I Can Haz Cheezburger?, Frengo powers the mobile services for popular applications from top social networking developers including Slide, RockYou and Frozen Bear.

About Frengo

Frengo is the global leader in creating and powering social media and entertainment services on top of popular social networks and across mobile devices. Frengo builds upon the “social graph” of on-line users to promote social sharing, people discovery and friendship. Frengo strives to provide the best user experience for keeping people connected, informed and entertained, regardless of location – in front of a PC on a mobile phone. Frengo provides tools to let anyone create and share user generated content within a friend circle or across a large audience via SMS text messaging and the wireless web. Frengo supports all major U.S. carriers and the majority of popular global mobile carriers, with the ability to reach more than one billion cell phones worldwide.

For more information, visit www.frengo.com.

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