

FRENGO WANTS YOU TO GET BUZZED WITH FRIENDS*New Buzz Platform Delivers Instant Mobile Content for Friends On the Go*

REDWOOD CITY, CALIF. – June 25th, 2007 – Frengo (www.Frengo.com), a leading mobile social network, today announced the Buzz Platform, a revolutionary approach to creating spontaneous web and mobile interaction among friend circles and broader communities. Frengo leverages the “always with you” immediacy of mobile phones for push-based publishing and one-to-many expression, enabling you to easily connect with millions of people, or just your closest friends. The Buzz Platform allows anyone to create interactive messaging channels called *Buzz*, and invites participation through a combination of easy to use web and mobile tools.

What does Frengo mean by “*Buzz*”? *Buzz* is getting out the word, sharing gossip, making predictions and gathering consensus. Your phone is always with you, and with the Frengo Buzz Platform it becomes the perfect channel for sharing interactive content.

The Frengo Buzz Platform is at the forefront of the current trend in micro-blogging appealing to consumers’ desire to share short, easily digestible tidbits of information in real time. Taking instant content far beyond answering the simple question of “Where are you now?” the Frengo Buzz Platform empowers consumers to share any kind of information they feel is relevant and elicit instant feedback from others in a social context.

“When it comes to young consumers their universe is tightly defined by the type of social interaction they have and so-called ‘killer apps’ and ‘features’ mean nothing to them unless they are underpinned by a social benefit ,” says Nadja Litschko, Research Associate at the Wireless World Forum, and co-author of the mobileYouth report. “The Frengo Buzz Platform recognizes youth’s need to interact and express themselves with instant and ongoing *Buzz* – making *Buzz* a sort of social currency among youth.”

Find *Buzz*

You can find *Buzz* by surfing Frengo’s public *Buzz* directory, or by watching the “What’s Buzzing Now” board – a real-time running list of community wide *Buzz* at www.frengo.com. You can join and participate in any *Buzz* via the web or your mobile phone. You can also take an active role in the *Buzz* by responding to questions, quizzes, and polls, or by creating comments and leaving feedback.

Create and Share *Buzz*

As a Frengo member you can create an unlimited number of *Buzz* channels for free that can be shared publicly or kept private within your friend circles. Frengo provides easy-to-use templates for creating your own *Buzz* channels and will even market your *Buzz* Channel for you in the public *Buzz* directory. The more “friends” who subscribe to your *Buzz* channel, the more Frengo Points you earn, which can be redeemed for things like ringtones, MP3 players, digital cameras and game consoles.

“No one wants to be the only one in the room whose phone isn’t buzzing,” says Steve Manning, Co-founder and chief product officer, Frengo. “Frengo understands that being connected really matters. So whether you’re sharing your own *Buzz* with friends, building a group of loyal followers for your *Buzz* channel, or subscribing to *Buzz* from other Frengo members, you’ll always be connected and in the know.”

Frengo recognizes that sometimes the hottest *Buzz* is the *Buzz* kept secret; so with Frengo you can build groups of friends and share your *Buzz* messages privately. Frengo also understands you don’t want your mobile phone number in broad circulation so Frengo protects your privacy by using only your Frengo username to identify you within the community.

About Frengo

Frengo makes it easy for people to connect, create and share content on the web and their mobile phones. Frengo's Buzz Platform takes a revolutionary approach to spontaneous interaction and communication by empowering members to publish simple alerts or interactive events like polling and quizzing via the web and mobile phones. Members can create an unlimited number of *Buzz* Channels that can be shared publicly in Frengo's *Buzz* directory, or kept private within friend circles. Frengo absorbs the complexity of real-time publishing, web-to-mobile translation, group management, privacy, and carrier networks so you can get your *Buzz* on. For more information or to join Frengo today visit www.Frengo.com