

FRENGO MAKES THE NEW MOBILE LIFESTYLE MORE FUN

*Web to mobile services let friends on-the-go play and create games,
make plans and stay connected using their mobile phones*

REDWOOD CITY, CALIF. – MARCH 19, 2007 – As text messaging increasingly becomes the primary way for young adults to interact socially, Frengo (www.frengo.com) today announced a new suite of games and text messaging services that enhances the mobile social experience. With Frengo, engaging with friends on a social network no longer means sitting in front of a computer. Equipped with a wide range of games, contests, and messaging features, Frengo members take their social network with them everywhere they go.

“Until now the mobile phone has always been about one-to-one- communication, first with voice then with text and now multimedia” said Mahi de Silva, CEO of Frengo. “Frengo broadens this scope to include ‘one-to-many’ interactions, supporting everyone’s basic desire to relate to other people in a social environment. Frengo uses rich messaging tools, contests, games and other content to entertain and connect individuals and their friends anywhere, anytime on any cell phone.”

Turning an ordinary cell phone into a fun social device, Frengo is the first mobile service designed specifically for groups of friends, letting them easily interact, plan and compete. Frengo offers members games based on popular themes and played via SMS or MMS messaging services. Revolving around competitive or fun pursuits such as sports, celebrity news or personality tests, Frengo’s games lets people easily connect and interact in group environments.

Frengo has opened its game-building toolkit for members to create user-generated games and content. For example, the Frengo tool “Plan Your Night Out,” which is a practical means for groups to reach consensus on such things as where to meet for dinner, can be transformed into a group poll -- a fun and compelling way for one person to interact simultaneously with many friends.

By adding a layer of mobility to web-based games and social networks, Frengo enhances the interaction around activities that are already social by nature, but up until now people had to play while tied to their computers.

The Frengo community offers a wide variety of cutting edge social play experiences. The growing list includes such activities as:

- Mobile versions of fantasy sports leagues such as Fantasy Football.
- Predicting winners of major sporting events like “College Hoops Pick ‘Em”.
- Entertainment-based contests such as “Celebrity Lies” where members win points for spotting the truth among a pack of lies.
- Real-time posting of comments and pictures to MySpace pages from a mobile phone.
- Interacting with and modifying Frengo widgets for personal web pages on-the-fly from a cell phone.

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A person using any mobile phone and a text messaging plan can easily join Frengo. There are no applications or downloads needed, ensuring the broadest participation across a circle of friends. Immediately after signing up, members can add friends to their group, invite buddies to join a competitive league and even build their own voting polls, sports pools, games or quizzes. Participation also has its rewards as members earn Frengo points which they can redeem for prizes such as ringtones, movies, MP3 players, digital cameras, the hottest new gaming consoles, gift cards and a lot more.

“I heard about Frengo from a friend and now I love it,” said Kimberly Barron, a college student from University of Miami. “The games are great entertainment during the day, and I’m using Frengo for all kinds of new things too. When I want to get together with a group of friends I don’t have to spend time on the phone or text them one by one to set our plans. I just poll them using Frengo and literally within minutes we have our plan for the night.”

Frengo is available in the United States and works with all major mobile carriers.

About Frengo:

Frengo aspires to build the world’s biggest mobile playground by creating a new social play network that enhances the mobile experience. Frengo creates and publishes a wide variety of text and MMS games, services and features that allow members to interact, plan and compete with friends through their mobile phones. For more information visit www.frengo.com.

Note to Editors: Please also see companion press release with headline “Frengo Launches Industry’s First Intelligent Platform for Mobile Social Play”

Media Contact:

Melissa Burns
Mobility Public Relations
(208) 946-4849
frengo@mobilitypr.com