



## NEWS RELEASE

### **Frengo and Pollection Announce Partnership to Bring Sexy Back to Mobile** *Mobile Extension of Facebook's Sex Appeal Application Available Now*

**Redwood City and Fremont, CA– November 19, 2007-** Frengo, a mobile social utility to make cell phones more fun, and Pollection, a wisdom-of-the-crowd platform for the social web, today announced its partnership to provide a mobile extension of the popular Facebook application, Sex Appeal developed by Pollection.

Sex Appeal ([www.SexAppealHQ.com](http://www.SexAppealHQ.com)) is an application that allows people to vote the sexiness level of their Facebook friends and assign points to them on a "Sex-o-Meter." Users can then boast their aggregate Sex-o-Meter score as well as their Sex Appeal title, which may range from "an acquired taste" all the way to "smokin' hot" and "hottest of all Facebook." Having become one of the hottest applications on Facebook, Sex Appeal offers an interactive game for its fast growing user base.

Leveraging Frengo mobile, Sex Appeal users can receive mobile text alerts, invitations to play and rate others while on the go. Frengo adds mobility to this and other Facebook applications and provides an easy way for social network application developers to keep their community connected, informed and entertained via text message or wireless web when they are not in front of a computer. This partnership with Frengo is a first step toward providing a full mobile experience for Pollection customers wanting to play and use their Facebook applications on the go.

#### **About Frengo**

Frengo is a mobile social utility focused on making cell phones more fun. Frengo builds upon the "social graph" of on-line users to create mobile experiences that keep people connected, informed and entertained while on the go. 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. Frengo also creates and distributes SMS-based games and contests around pop culture, music and sports where customers can earn points and win prizes. For more information, visit [www.frengo.com](http://www.frengo.com).

#### **About Pollection**

The Pollection vision is to enable "wisdom of the crowd" in all aspects of the digital social life. The Pollection portfolio of products leverages a revolutionary "wisdom of the crowd" platform to enrich the experience of social network users in a variety of activities ranging from dating to sports and entertainment. For more information, visit [www.pollection.com](http://www.pollection.com).

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