



## NEWS FLASH



### **Frengo Wins Under the Radar “Audience Choice” Award** *Key Leaders in Mobile Market Join Together in a One Day Event*

**Redwood City and Fremont, CA– November 19, 2007-** Frengo, a mobile social utility to make cell phones more fun, announced it won the social networking “Audience Choice” award at last week’s Under the Radar Conference held in Mountain View, CA. The audience included over 400 key players in the mobile universe, including executives from carrier companies, content developers, startups, and industry leaders. Under the Radar was developed by Dealmaker Media, who also organizes Dealmaker Forum, Momentum Growth, and Strategy Series Conferences.

“We are pleased and honored to have received this recognition from our peers and representatives from the broader mobile ecosystem,” said Mahi de Silva, CEO of Frengo. “We really enjoyed participating in Under the Radar. It’s a great event to get exposure to other players in the space, VCs and the giants in our industry. This award validates the growing market demand for easy-to-use mobile social networking services.”

“The Under the Radar Best-in-Show winners represent the most exciting and promising companies in the mobile space today,” said Debbie Landa, CEO of Dealmaker Media. “Thirty two companies get six minutes each to present their company, talk about how they gain market traction and demonstrate their ability to articulate a clear and compelling value proposition. Frengo was selected by a demanding audience - competing companies, VCs and attendees from some of the biggest companies in the mobile sector. We wish Frengo the best of luck and look forward to tracking their success.”

The winners receive \$10,000 of legal services from Fenwick & West and great new products like the Motorola Z6 phone with a S9 Bluetooth Headset and a Microsoft Zune.

#### **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 Under the Radar**

Under the Radar began as an evening networking event in April 2003. After 18 months of sold-out events, Dealmaker Media, urged by the VC and M&A professionals in its network, created a full-day event: effectively a one-stop shop to evaluate and explore new business opportunities, partnerships, potential investments, and trends in several technology sectors. The 400-person audience is comprised of senior business executives, CEOs, venture capitalists, and corporate development executives tasked with increasing their companies' offerings and value. Since Under the Radar's inception in 2003, more than 380 start-ups have participated in the showcase and many have since received funding or have been acquired.. For more information, please visit <http://www.undertheradarblog.com>.

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