

Next2Friends Launch Schedule Gaining Speed

Acquisition of Bluetooth Meet supports service roll-out

7th May 2008: London, UK: Next2Friends, the mobile phone social network and communications platform, has accelerated its go-to-market plans with its first strategic acquisition. Bluetooth Meet, an early stage UK mobile social network business, has been integrated into the Next2Friends platform. Users are already migrated across to the fuller-featured beta stage service and Luke Rose, founder of Bluetooth Meet, has joined the Next2Friends UK team to develop its proximity marketing programme.

“Bluetooth-tagging is a key mobile application for the future;” commented Anthony Nystrom, CTO of Next2Friends. “Luke’s vision and passion for its potential evolution is a great fit with what we’re looking to achieve in the area and his knowledge and experience will enable Next2Friends to engage with businesses as well as consumers ahead of our planned schedule.”

Next2Friends will be creating third party marketing and promotional opportunities utilising its Tag & Meet technology. Primarily for informing users of people with shared interests in their physical world, the feature also offers the opportunity for venues, event organisers, brands and retailers to intelligently engage with potential consumers based on physical location. As the Next2Friends network grows, it will also offer targeted services based on interests, activity and demographics. The UK launch will coincide with a US programme and set the stage for a global marketing service focused on mobile hot-spots around the world.

Bluetooth Meet soft-launched at the end of 2007 and quickly built a strong initial network of loyal users via its natural viral capability. Students make up a large portion of the 18-25 year old user base, using it to keep in touch and make new contacts via the Bluetooth service.

Luke Rose added; “Bluetooth Meet was based around the idea that bluetooth is an invisible energy that can connect people based on shared interests. Working with Next2Friends will enable me to evolve this concept on a much larger scale, as well as ensure Bluetooth Meet members gain immediate access to the wide range of mobile communication features Next2Friends is bringing to the market.”

Following a four month beta period and now planned for public launch in May 2008, Next2Friends already has a network of thousands of members across 129 countries. The Next2Friends technology platform incorporates the most comprehensive range of mobile communication and broadcast features available on the market today.

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About Next2Friends

Next2Friends (www.next2friends.com), the mobile social media platform, was created to deliver content and connections that entertain, engage and enhance life. Bringing together the full capabilities of both mobile and PC-based internet technology, the comprehensive suite of applications and features provide rich media, commercial and communication services to today's connected consumer.

Key applications include:

- Live – true, real-time video streaming from mobile device to web.
- Ask – opinion gathering and decision making on the move.
- Snap Up – automatic streaming of images captured while out and about.
- Tag & Meet – intelligent matching of virtual profiles in the physical world.

The Next2Friends platform utilises patent-pending, proprietary technology to ensure consumers, businesses and brands enjoy the full value of the mobile internet. The UK Limited Company, formed in 2007, has offices in the UK and US, in addition to R&D divisions on three continents.

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