

Next2Friends™ Launches First Live Mobile Broadcasting for BlackBerry® Bold

Next2Friends free Live application makes sharing videos taken from a mobile phone easy and fun.

23rd October 2008 - London, UK: Next2Friends™ (www.next2friends.com), the real-time mobile social media platform, today announces the availability of its innovative 'Live' mobile video broadcasting application for the BlackBerry® Bold™ smartphone from Research In Motion (RIM) (NASDAQ: RIMM)(TSX: RIM). Already available for the Symbian S60 range of devices, the Windows Mobile 6 platform, along with the BlackBerry Pearl and Curve, Next2Friends is broadening its list of supported devices and operating systems weekly with the BlackBerry® Bold™ being yet another exciting world's first.

Next2Friends™ Live enables members to share their lives from anywhere, from broadcasting the little things that make up their day, to capturing a must-see-moment, to bringing you unfolding events from across the world closer to home. The application, soft-launched in late 2007 and officially released in June 2008, is continually being enhanced by the Next2Friends™ development team to deliver the optimal service for all the members already sharing their lives through real-time, rich media.

"The BlackBerry Bold is one of the most exciting devices from RIM we've seen," commented Roy Shelton, CEO of Next2Friends™. "We are extremely proud to be the first to bring live mobile broadcasting to BlackBerry® at a time when RIM is attempting to appeal to a wider audience. Our latest release clearly demonstrates our innovative ability and customer centric approach, which is fuelling the huge demand for our real-time services. We intend to make additional exciting announcements over the next few weeks, which will extend our offering even further". Shelton added "Next2Friends is always pushing the limit on quality and features. Our latest release, the BlackBerry® Bold™ is a prime example of that. Live Broadcasting at 480x320 with FPS ranging from 15 to 25, we feel is quite an accomplishment."

Research in Motion (RIM) is set to release the Bold in the U.S. on October 27th, 2008. Visitors can sign up for a free Next2Friends members account at www.Next2Friends.com, download the application to their BlackBerry® Bold™ in seconds, and begin broadcasting immediately. Videos are automatically filed in the member's personal video library where they can be easily shared with friends or embedded in other social networking profiles, websites and blogs.

Next2Friends™ range of innovative mobile-based applications have been designed so members can get the most out of life by vastly extending the capability and usability of mobile

devices. Other applications in the suite include automatic, two-click capture and uploading of photos onto the web, opinion polling on the move and location-based social networking. Seamlessly integrated with our feature rich real-time social media community at www.Next2Friends.com, the total package is more complete, more compelling and more relevant to the needs and desires of today's consumer than any other service and is fast becoming an attractive alternative to more static social communities.

Next2Friends™ Mobile Social Suite and Live application are free to install and use, with members only paying for networked data traffic via their carrier. Advanced compression technology ensures that all content is reduced to a fraction of its original size, with no degradation of quality or delays.

Fully supported devices include popular models from Nokia, Sony Ericsson, LG, Motorola, Samsung and now select models from BlackBerry®.

Next2Friends, Connected, Compelling, Accessible.

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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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Associated Links:

<http://www.blackberry.com/blackberrybold/>

<http://www.rim.com>

<http://www.next2friends.com/press/Press-release-Next2Friends-Blackberry-81008-release.pdf>