

Next2Friends Gets Tropical with the Pussycat Club!

Join them in Brighton or online to find out more...

1st July 2008 - London, UK: Next2Friends, the mobile social media platform, is heading off to Brighton this week to have some fun with the fabulous Pussycat Club at Digital, the seaside town's premier nightlife venue. On Saturday 5th July, Pussycat is bringing the heady glamour of the tropics to the south coast of England with its Heatwave Tropical Beach Party and Next2Friends will be on-hand to capture the festivities at the same time as showing people how to get more out of their mobiles.

Pussycat Club parties are always full of fun and entertainment, and July's is no exception. With a range of performance artists, competitions, activities and costumed hostesses, as well as top flight, cutting edge DJs, Pussycat promoters create a glamorous, theatrical extravaganza of an event for their loyal followers. Digital, the regular home of Pussycat Club and previously known as The Zap, is based in a prime location on the seafront in a series of brickwork arches. The venue has been a national favourite for over twenty years, and was recently renovated to provide the very best sound, lighting and luxurious decor.

The Next2Friends events team is working with Pussycat to help them spread the word, as well as sharing the sounds and sights of the night with friends and others all over the world. In the run up to the event, promotional messages will be sent using Next2Friends mobile technology, inviting people to attend the party. On the night itself, the team will be recording all the performances, as well as chatting with people about the party and all the people they've met. Using clever technology, the best bits will get beamed in real time onto www.next2friends.com so that anyone around the world can join in.

"I'm really excited about this party," said Luke Rose from the Next2Friends events team. "The Pussycat vibe is all about having fun and feeling part of the family so Next2Friends is the ideal partner. We want to get the word out to as many people as possible and our combination of mobile communication and social networking is perfect for this community. Being able to share with them and everyone on Next2Friends just how much fun we're having on the night is a real bonus."

Jan King, Pussycat Founder, added; "Next2Friends really understands what people want out of life and how technology can help them do more of it. For me, automatically getting live coverage of our event out on the web is going to be fantastic, and anything that helps people mix and mingle at the party will make them go home even happier. Pussycat is going on national tour this autumn and having Next2Friends help us meet new people and extend our family further is going to make a big difference."

Next2Friends brings together a range of great mobile services under one banner. Whether it's live video streaming from mobile to web, finding people with similar interests while out and about, or snapping pictures to share with those who couldn't make an event, Next2Friends helps people share real life, as it's happening, and in all its glory. Backed up by a full social networking service online, Next2Friends is the easiest way to get connected to interesting people, places, parties and content around the globe.

So if you're going to Pussycat, come and say hello to the team. Get your message out across the world or just show your friends what they're missing! If you're not, join Pussycat on <http://www.next2friends.com/users/Pussycat> today to find people you know and catch all the best bits from the night.

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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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