

Next2Friends™ Launches Global Talent Search

Fast-growth business places social media at the heart of HR strategy

9th September 2008 - London, UK: Next2Friends™, the mobile social media platform, is seeking a number of enterprising individuals to support its global roll-out. Evolving recruitment into a rich, interactive experience, candidates are requested to register their interest, experience and ideas on videos uploaded to www.next2friends.com. Running for the month of September, this initiative will create a publicly accessible showcase of social media talent and a shortlist will be decided using comments and votes on the site.

Currently recruiting for Regional Heads of Sales & Partner Management, to be based in the UK and New York City, Next2Friends™ is utilizing its platform to find and interact with people interested in fuelling the expansion of the highly successful company. Set up in 2007, Next2Friends™ already has members all over the world and offices in the UK and USA. Series A funding is now in place and the business has aggressive growth plans for both its consumer services and social media marketing solutions.

The successful applicants' roles will focus on building relationships with marketers to drive adoption of the company's suite of Interactive Marketing Services, a game-changing platform that enables clients to engage potential and existing customers online and in the real world via their mobile phones. And for the right person, there is an opportunity to be promoted to Global Head of Sales within a year.

"TV programmes such as 'The Apprentice' and 'I Want to Work for Diddy' show the benefits of richly visual recruitment practices that incorporate the views of their audiences;" commented Roy Shelton, CEO of Next2Friends. "Delivering this experience online in a more immediate, accessible and interactive way is a perfect example of how Next2Friends™ can revolutionize existing business practices."

The use of video in recruitment is a growing trend made possible by advances in web and audio/visual technology. The medium enables hirers and recruiters to gain a feel for a person's approach and personality in ways only previously possible through face-to-face interviews. With Next2Friends™, candidates can stream directly to the site with their mobile phone or record a video and upload it later.

This is the beginning of what Next2Friends™ hopes will be a highly effective portal for recruiters and employers looking for people to work in the digital space. "Skill shortages in our industry are unfortunately a constant challenge due to its rampant growth;" added Roy Shelton. "We are

therefore also inviting corporate hirers and recruiters to tap into this resource and intend to create a community of bright, capable and creative people actively seeking roles that will fuel the next phase of digital evolution.”

Full details of the current vacancies and requirements, along with information, advice and ideas for applicants can be found on the Next2Friends™ website (www.next2friends.com) and the company blog at www.next2friendsblog.com.

-ends-

About Next2Friends™

Next2Friends™ (www.next2friends.com), the mobile social media platform, delivers 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, is an equal opportunities employer and has offices in the UK and US, in addition to R&D divisions on three continents.

For further information, images and interviews please contact:

Rachel Wilde

+1 917 497 3670

rachel@next2friends.com