



### **Next2Friends Enables Real Engagement with Virtual Communities**

*Extending online reach onto mobile handsets opens up innovative new converged marketing channel*

**29<sup>th</sup> July 2008 - London, UK:** Next2Friends, the mobile social media platform, this week releases details of its forthcoming Interactive Marketing Services (IMS) solution. Extending social media marketing into the real world, in real time, heralds a new era of opportunity for modern marketers and an innovative way to successfully commercialise social networks and user generated content (UGC) propositions.

Next2Friends IMS utilises patent-pending, proprietary mobile technology and blends the proven benefits of online community interaction, social media marketing and traditional offline advertising into a comprehensive, scalable and innovative range of marketing tools. The game-changing platform enables companies to target their messages to the right customer, at the right time and in the right place for optimised results and efficiency.

IMS delivers a rich set of product and brand advertising solutions that engage communities both online and in the real world. "Our unique approach of combining internet and mobile interaction has enabled Next2Friends to offer a suite of marketing services that leads consumers from site, to store, to sale;" commented Roy Shelton, CEO of Next2Friends.

The tiered suite of services has been structured to provide cost-predictive solutions to advertisers and brands looking to take advantage of this vast new landscape. 'Baseline' packages offer entry level exposure while 'Summit' packages incorporate a full range of complementary services and support including auto ad injection, infomercial uploads and location based mobile messaging features.

Early interest in the offering has already generated several signed contracts. "We'll be going live next month with a number of confirmed customers;" added Rachel Wilde, VP of Sales & Marketing. "Our platform reaches, builds and engages audiences, making it a compelling, cost effective new route for marketers of many different products and services."

Next2Friends IMS has been developed in conjunction with advice from major names in the space and with the requirements of key industry sectors in mind. Retailers and service businesses can deploy promotional incentives and discounts via electronic coupons and vouchers that will target shoppers based on location and profile interests, ultimately driving foot traffic and sales.

Media and entertainment brands can tap into the massive viral distribution capabilities of the Next2Friends platform while creating a 360° user experience. Bloggers, podcasters and small publishers can use the same features to vastly extend their reach and exposure with audio books, magazines and articles being driven to relevant people's handsets in real time.

Mobile carriers and content providers can also benefit from the service by engaging new customers via their handsets to provide both free and premium content and services thereby driving increased data/ content ARPU and subscriber adoption while ensuring brand loyalty and advocacy.

"Virtual communities are incredibly loyal, yet notoriously difficult to gain traction with;" added Roy Shelton. "By delivering relevant, real time opportunities to interact with brands and offers when people can actually take advantage of them, Next2Friends IMS can help convert interest into involvement, and ultimately purchase."

Next2Friends will regularly add new features and services to the core IMS offering in line with technology advancements and customer requirements. To find out more, visit:

<http://www.next2friends.com/interactive-marketing-services>

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#### **About Next2Friends**

Next2Friends ([www.next2friends.com](http://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, has offices in the UK and US, in addition to R&D divisions on three continents.

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