

Next2Friends™ Short-Listed For Major Mobile Entertainment Awards

Next2Friends at Mobile Entertainment Awards & Conference 2008, 10th December

18th November 2008 - London, UK: Next2Friends™ (www.next2friends.com), the real-time mobile social media platform, has been short-listed in two categories of the Mobile Entertainment Awards, to be held at the Grange Holborn Hotel, London, on 10th December, 2008.

Next2Friends is in the running for both 'Best Technology/Product Innovation – Live and Social Suite' and 'Best Mobile Social Networking Service'.

The awards ceremony and gala dinner are to be held on the 10th of December at the prestigious Grange Holborn Hotel.

Chairing the conference will be Patrick Parodi Amobee CMO/EMEA Manager and Chair of the MEF, as well as speakers from leading companies from the mobile entertainment industry.

Next2Friends hit the headlines last month with the introduction of its innovative 'Live' mobile video broadcasting application for the BlackBerry(R) Bold™ smartphone from Research In Motion (RIM). The application was already available for the Symbian S60 range of devices, the Windows Mobile 6 platform, as well as the BlackBerry Pearl and Curve

The company was also named one of the top finalist in the i-stage competition organised by the Consumer Electronics Association (CEA)® in October and launched its Social Suite™ for the Apple iPhone earlier this month.

Next2Friends CEO Roy Shelton said: "Our vision has always been to create a mobile social media portfolio of products which allow members to rapidly leverage the growing demand in mobile social media and enhance everyday life with rich and real-time interactions.

"This vision is now a reality and available worldwide. I am thrilled that after all the hard work from our dedicated members of staff around the world and the support of our growing global member base to be nominated for two prestigious awards."

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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.

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.

For further information, images and interviews please contact:

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