

### **Next2Friends™ Reveals Innovative White Label Managed Service Business Model.**

*Next2Friends real-time social media platform to power the mass market*

**29<sup>th</sup> October 2008 - London, UK:** Next2Friends™ ([www.next2friends.com](http://www.next2friends.com)), the mobile social media platform, today announces the availability of its innovative 'Live' mobile video broadcasting application and 'Social' Suite along with their interactive on-line community will be provided on a white label managed service offering. Next2Friends now brings their suite of real-time solutions to empower other social and niche communities along with the next generation of corporate intranets.

Next2Friends ongoing commitment to vastly broadening the set of people who have access to their world class tools, is fuelled by the huge demand for their services following their I-Stage Consumer Electronics Association nomination as one of the top new innovative products in 2008, along with being the world's first vendor to enable BlackBerry Users to broadcast video from their devices in real-time.

"Driving a residual business model which is not solely ad revenue dependant is vital in building a business with a substantial competitive advantage," commented Roy Shelton, CEO of Next2Friends. Shelton went on to comment "by empowering other niche social communities our technology becomes more accessible to common interest groups which we could not penetrate and will now be built for their individual needs and then run by the community operators, who understand their own unique set of requirements. The benefits to the communities are a lower cost of entry, quicker time to market and a more predictable cost of ownership, which allows the operators to focus on their core business"

Whatever your focus, Next2Friends can empower your social media and networking vision by providing completely white labelled or jointly branded applications and environments to meet your requirements. From large scale communities to small common interest groups, we can enable real-time collaboration from the mobile device and online.

"White labelling our solutions and offering them on a managed service offering is a natural extension to our proven capabilities," says CTO Anthony Nystrom. Nystrom also stated "Not only are we providing a way to enable other niche social communities, we are also taking away the whole headache of system availability, support and maintenance. Our solutions are delivered as a complete outsourced managed service, leaving you free to focus on growing your member base and driving value to your communities, safe in the knowledge that the systems is scaleable, robust and secure.

**Available Solutions**

- **Real-Time Mobile Video Broadcasting (Live)**

Broadcast quality video from the world's most popular mobile handsets to the web in real-time

- **Real Time Mobile Social Suite**

Stay connected with your friends and community when on the move. Upload photographs, ask questions, user tagging to build a closer connection with members and a full dashboard to keep you informed of your friends latest activities

- **On-Line Communalities and Corporate Portals**

Real-time mobile to web interaction within a community driven and secure environment including;

- Member Profiles for self promotion, connecting with others posting videos and photos, upload and play MP3s , blogging and wall posting capabilities
- Chat (IM) with members online with our online chat tool. Create closer relationships with your friends and customers
- Send text, audio or video emails to your members and community. Stay connected.
- Create opinion polls to find out what people think about your latest campaigns and products. Poll all Next2Friends members or only your online community and obtain real-time video back.
- Find people ready to engage with you in the real world based on specific demographics and profile information.
- Communities pages with advance search capabilities on members and content
- Viral widgets and content distribution

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**About Next2Friends**

Next2Friends ([www.next2friends.com](http://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.

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