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### **CTIA: BuzzCity Announces US Launch**

[BuzzCity](#), which develops global wireless communities and consumer services, has announced its launch in the US. The US office will be headed up by Ramy Yared, the company's Director of Americas.

BuzzCity operates the world's largest wireless community, myGamma [www.mygamma.com](#). Since launch, myGamma has developed a strong following in Europe, Asia, Africa and the Middle East, and was recently voted 'Best Mobile Social Networking Service' at the Global Mobile Awards 2008 in Barcelona.

BuzzCity has partnerships with more than 2,000 publishers, and provides members with access to more than 300 online merchants. In addition, BuzzCity now has several hundred ad clients and serves 1 billion ads per month throughout myGamma and its network of partners.

BuzzCity says it has put particular focus on building a uniquely user-friendly interface for myGamma. It notes that 20% of the company's budget is spent on R&D, resulting in an interface and technology that maximizes small screens and limited processing power to create an intuitive and vibrant experience.

"Entering the US market is the next natural step in the evolution of our company," says BuzzCity CEO, K.F. Lai. "It is a challenging and exciting market opportunity that we are well positioned to seize. On- or off-portal, mobile social networks are just starting to gain traction in the US, but no one has yet been able to develop the 'killer app' to attract mainstream users. The successful implementation and growth of myGamma throughout the world has demonstrated that we understand how to build a service that appeals to the mass market."