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## BuzzCity expands European footprint with myGamma

*Real opportunities with virtual goods on mobile social networking services*



Singapore - Feb 13, 2008 (PRN): BuzzCity, a leader in global wireless communities and consumer services, today announced the expanded coverage of their mobile social networking service, myGamma, in Poland and Portugal. myGamma continues to develop its service footprint in Europe having gained dominance in Asia, Africa and the Middle East.

BuzzCity's announcement came soon after myGamma was voted "Best Mobile Social Networking Service" at the Global Mobile Awards 2008 in Barcelona.

"We're expecting more member sign-ups from Europe. In the coming months, the various carriers are likely to practice lower pricing and more predictable surfing bills. And, judging by the offering at this year's Mobile World Congress, the growth of users will also see the growth of more and better content – on and off the operator portals!" says Lai Kok Fung, CEO of BuzzCity.



On or off-portal, mobile social networks are firmly on the agenda in many markets; the attraction of a personal service on a highly personal device, like the cellphone, opens up many new business opportunities. "Mobile communities have evolved very quickly and have become part of everyday life for consumers around the world", adds Lai. Market research firm Informa Telecoms & Media reports that 55 to 60 million mobile phone subscribers worldwide already use mobile networking services.

Lai also adds, "Our research shows that the experience of mobile communities has developed quickly and now also includes the purchase of virtual goods. These opportunities can be monetized as direct sales or indirectly as promotional and branding tools for businesses". As with some PC based networking services, myGamma members can interact through the giving or exchanging of virtual items.

The recent expanded coverage brings myGamma to a total of 62 countries. In 2007 myGamma was voted "Best Mobile Social Networking Service" by the GSMA, the global trade association for mobile operators.

### About BuzzCity

BuzzCity is a developer of global wireless communities and consumer services. Established in 1999 in Singapore, BuzzCity today operates the world's largest wireless community - mygamma.com - for two distinct audiences: the newly connected emerging middle class in developing markets and the blue collar sector in developed regions. These "unwired" consumers are accessing the mobile Internet on their phones due to widespread and affordable wireless access.

BuzzCity provides marketers with unprecedented opportunities to reach this audience via its far-reaching

advertising, merchant and publisher programs. Additional information can be found at [www.buzzcity.com](http://www.buzzcity.com).

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