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MCN Launches Real-time Mobile Content Discovery for myGamma in Thailand

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Bangkok and Tokyo, Aug 20, 2008 (JCN Newswire via COMTEX) -- Mobile Content Networks (MCN), the leading provider of real-time Federated mobile search solutions, today announced that BuzzCity has selected the MCN MobileSearch.net platform to power digital content discovery for the Thai edition of its mobile social network myGamma.com. Available across Thailand's leading mobile operators, myGamma.mobilesearch.net will provide real-time access to high value downloadable mobile content including music, images, and games.

The BuzzCity service has been established in Thailand since 2005 and has more than 140,000 members. "Users are always looking for more content and search is a key element of their mobile experience" said KF Lai, CEO of BuzzCity. "We are excited to begin this strategic partnership with MCN in Thailand, where they offer unmatched access to the local content so popular with our community. Only MCN could help us design, build, and launch this service in a matter of weeks with the level of quality and performance that our members expect from myGamma.com."

"BuzzCity and myGamma.com are leading the trend for Asia's exploding mobile social networks and we are very pleased that our strong presence in Thailand and South Asia can support the profitable growth of their services," said MCN CEO Marc Bookman.

Dr. Montri Verayangkura, Assistant Vice President of business development for MCN in Asia, added "In addition to the highly successful WAP and SMS search services we are providing to Thailand's leading operators AIS, DTAC, and TrueMove we are now demonstrating that other mobile portals can profit from real-time digital content discovery."

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.

About MCN

MCN (Mobile Content Networks) provides mobile search management and monetization solutions that deliver the most direct, profitable connections between mobile users and the content and information they want to consume on their phones.

Since 2004 MCN has pioneered Real-Time Federated Search Management, as well as the mobile industry's highest performing paid search programs, and today reaches more than 200,000,000 mobile users worldwide in partnership with leading mobile network operators, portals, handset makers, and content providers.

MobileSearch.net, MCN's whitelabel solution, delivers relevant, actionable results across both WAP and SMS in high value "vertical" content categories (Music, Images, Games, Video, Local, etc) in 2-3 clicks, in any language, and across any mobile network and mobile device. MobileSearch.net launches in weeks, and connects directly to any local or global content source or search engine specified by MCN's partners to deliver mobile search services under their brand and business rules.

With MCN's vertical paid search program allwords(sm), the mobile industry's highest performing PPC mobile content promotion program, MCN has created new revenue opportunities for mobile operators and portals and the most efficient, profitable paid search promotion method for content providers.

MCN launched MobileSearch.net services in Finland in November, 2005 and now powers more than 20 mobile operator and portal search applications worldwide, including services in Japan for Yahoo! Japan Mobile, and NTT DoCoMo, all three operators in Thailand (AIS, DTAC, and True), Scandinavia's Tele2, Elisa, and DNA, and other customers in Asia, Europe, and the U.S.

MCN's business operations are headquartered in Tokyo, with its research and product development center in Mountain View, CA. MCN has sales offices in Finland, the U.K., the Netherlands, Thailand, and the U.S., and technical operations in Japan, the U.S, and Europe.

For more information, please visit <http://www.mcn-inc.com>.

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