



- FOR IMMEDIATE RELEASE -

eBuddy Reaches 100M Mobile Downloads Milestone
Popular mobile IM app joins the ranks of Facebook, Google Maps & Opera Mini in reaching 100M mobile downloads

AMSTERDAM and SAN FRANCISCO – September 30, 2010 – [eBuddy](#), the world's leading independent web and mobile instant messaging (IM) aggregator service, announced today that it has achieved over 100 million downloads of its mobile applications since its launch in 2007, making it the pre-eminent independent mobile instant messaging platform in the world. The popular eBuddy application joins the illustrious ranks of [Facebook](#), Google Maps, and Opera Mini in reaching the milestone of 100 million mobile downloads.

"People are always looking for ways to keep in touch with their friends, family and colleagues, and with the advent of touch screens and improved platforms, our mobile application continues to grow from strength-to-strength," stated Jan Joost "JJ" Rueb, CEO and co-founder of eBuddy. "Reaching the 100 million mobile download milestone speaks not only to the popularity of mobile IM, but also to our continuous ability to translate the eBuddy application to virtually any mobile platform or mobile device."

eBuddy enables millions of global users to chat for free in one, aggregated interface across all major IM networks including AIM, Facebook Chat, Google Talk, Hyves, ICQ, MySpace, Windows Live Messenger and Yahoo! Messenger.

eBuddy's popular mobile instant messaging application has been downloaded by users in every country around the world, and is growing rapidly in emerging markets including India, Indonesia and Brazil. The eBuddy mobile application is available for free on all platforms, works on virtually every mobile device in the world including smart phones and popular touch screen handsets via a mobile Internet data connection, and offers native mobile applications specifically for iPhone and Android devices.

According to a recent report from Juniper Research, the annual number of consumer-oriented mobile downloads is expected to rise from less than 2.6 billion in 2009 to more than 25 billion in 2015. "eBuddy is extremely well positioned to

capitalize on the booming mobile application market,” added Rueb. “The ongoing success and popularity of eBuddy’s mobile applications around the world is a testament to eBuddy’s market leadership in the mobile instant messaging sector. Quite simply, we make it easy and cost-effective for our users to have a great chat experience at home, work, school or on-the-go.”

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About eBuddy

eBuddy is web and mobile messaging for everyone, everywhere! eBuddy processes over 17 billion messages per month and enables more than 30 million unique monthly visitors to chat in one interface across all major IM networks including AIM, Facebook Chat, Google Talk, Hyves, ICQ, MySpace, Windows Live Messenger and Yahoo! eBuddy is one of the world’s fastest growing mobile IM applications, and offers four, free mobile IM versions: [eBuddy for iPhone and iPod Touch](#), [eBuddy for Android](#), [eBuddy Mobile Messenger](#) (J2ME) and [eBuddy Lite Messenger](#) (mobile Web). The premium native application, [eBuddy Pro for iPhone and iPod Touch](#) with additional exclusive features, is for sale via iTunes.

Founded in 2003 and based in Amsterdam, London and San Francisco, eBuddy is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more: <http://www.ebuddy.com>.

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