



– FOR IMMEDIATE RELEASE –

Hungry mobile IM users consume 5M downloads in first year eBuddy processing 1 billion messages per month for 2M unique mobile users

San Francisco, CA – July 25, 2008 – [eBuddy](#), the world's leading independent provider of web and mobile instant messaging (IM), announced today that it has experienced explosive mobile IM growth, surpassing 5 million downloads of its mobile IM client since its launch in June 2007.

Jan-Joost Rueb, eBuddy's CEO and founder commented, "We are now processing over 1 billion messages per month on our mobile platform for more than 2 million unique monthly users. The fast pace at which our application is being picked up shows how much people want a high quality, easy-to-use, intuitive IM application like eBuddy."

eBuddy also announced updated releases for both of its mobile clients, the popular J2ME client and the mobile Internet browser version, Lite Messenger. The latest J2ME release features a redesigned and improved user interface and the addition of the eBuddy ID (which already exists on eBuddy's web browser version) and allows the user to create a single, unique ID which can then be used to log-in and access all of their IM accounts simultaneously. The latest Lite Messenger release includes new features, extra networks and specific design functionality for iPhone, including the new 3G version released worldwide on July 11.

Research analysts at Informa estimate the global market for mobile IM will become an \$11 billion (€7.4bn) industry by 2011. eBuddy's VP of Mobile, Jan-Joost Kraal adds, "eBuddy has become one of the most downloaded mobile applications worldwide within a year due to rapid adoption, ramped up channel distribution and the help of partners like [GetJar](#). Mobile Internet usage on a global scale is only going to increase, and with a single user average of 30 logins per month, eBuddy is an excellent reason for customers to buy a flat-fee data bundle from their mobile carrier."

About eBuddy

[eBuddy](#) created the world's first, independent, web browser-based instant messaging service in 2003. Its patent-pending technology enables 16M+ monthly global visitors with AIM, GoogleTalk, MSN, MySpace and Yahoo! IM accounts to chat free of charge in one, aggregated interface without having to download or install any application on their computer. Supporting 550+ different mobile devices, eBuddy's mobile IM solution - [m.ebuddy.com](#) – offers both a J2ME and browser-based IM service and allows 2M+ unique monthly user's access on their mobile phone, independent of carrier or device via WAP or mobile Internet browser. eBuddy is a privately held, Amsterdam-based company with additional offices in London and San Francisco, and is backed by Prime Technology Ventures and Lowland Capital Partners.

eBuddy PR contact:

Mindy M. Hull
Communications Officer
Tel: +31 (0) 20 514 1420, ext 26
Mobile: +31 (0) 62 072 4373 or +1 415 889 9977
mhull@ebuddy.com