

For Immediate Release

Monthly *MoCo Party* in Singapore to Quench Thirst for Mobile Content

An All New Networking Platform to Bring Together Mobile and Media Professionals

Singapore, April 4, 2007 – With “Convergence” being the buzzword in the mobile and media industry, an informal and open community that will bring Mobile and Content together will inaugurate its first networking session *MoCo Party* on May 2nd, 2007 at the trendy restaurant “Casa Z” (Block 3C River Valley Road, #01-01, Clarke Quay). These meetings promise to be fun, casual, and free for those involved in mobile and media entertainment.

Initiated by a group of industry professionals who are passionately evangelizing mobile technology and content development, *MoCo Party* is intended to be an informal community for mobile and media professionals looking to exchange ideas on new media strategies. *MoCo Party* aims to bridge these two traditionally segregated industries, encourage collaboration and networking amongst industry folks and their organizations by presenting opportunities for personal contacts.

“We recently hosted a party during Mobile Content World Asia and had so much fun that we decided to do it once a month!” enthuses Colin Miles, EVP of i-POP Networks that helped launch Mobile ESPN in Asia last year and subsequently spearheaded AXN Mobile. “There seems to be a dearth of opportunities for industry folks to meet face to face, make great contacts and conceive novel ideas - *MoCo Party* hopes to provide the platform to fill this void.”

Marijohn Sampson, General Manager, Telecoms and Media Division at Terrapinn, who is responsible for success of the recent Mobile Content World Asia amongst many other high profile industry events, has also pitched in, “Terrapinn is delighted to be associated with the *MoCo Party*. We truly believe that the mobile and media communities need suitable opportunities to meet and greet. We support this event because it is a fantastic platform to share insights with industry experts and long-time mobile and media insiders while connecting with everyone at once in a laid-back atmosphere!”

Mblox, the world’s biggest mobile transaction network with operations across Asia, US and Europe, also committed its support towards this monthly event. “When *MoCo* professionals meet on a regular basis to share a few drinks and ideas, it will definitely result in innovative ideas on top of the fun.” quips Faissal Houhou, VP of Business Development SEA, Mblox.

Digital Commerce Provider, Qpass also welcomes this opportunity to support an open forum such as the *MoCo Party*. “With the possibility to network with one’s peers, to listen to reputable media moguls discussing relevant topics – all this in a relaxing environment, there is no better place to be on the first Wednesday of each month in Singapore!” added Kenneth Parkinson, VP APAC, Qpass – Amdocs Digital Commerce Division.

MediaBUZZ, publisher of Asian e-Marketing and Asian Channels, will also be providing media support and coverage of *MoCo Party*. “MediaBUZZ looks forward to mingling once a month with contemporaries of the mobile content arena to explore opportunities

this exciting line of business has to offer. The *MoCo* party is the perfect platform to create a buzz in as well as connect with Singapore's dynamic, burgeoning mobile content industry in an interesting and enjoyable way." explains Daniela La Marca, Founder and Managing Director, MediaBUZZ.

Each *MoCo Party* will include a brief session from a high profile industry player who will share insights and key learnings on the hottest topics in New Media, Mobile Content and Convergence, followed by a short Q&A session. Aside from the presentation, attendees can also stand a chance to win exclusive premiums and prizes through monthly draws to be held at the event.

MoCo Party hopes to:

- Initiate dialogue on hot industry topics amongst people working in the mobile and media industry.
- Enable informal networking among industry participants in a casual environment.
- Help companies identify new business opportunities in the areas of mobile content, technology and convergence
- Offer a platform to entrepreneurs seeking investment

"The *MoCo Party* is an exclusive platform designed to bring great people with great dreams together in an informal and relaxed setting. I'm confident that this initiative will afford the perfect environment for innovative ideas to germinate and mature into prosperous endeavours." said Arpit Agarwal of VHQ TV, together with Chris Chandler of Yahoo! Mobile – both co-founders of *Mobile Monday Singapore*.

MoCo Party is made possible through the support sponsorships of forward-looking industry corporations to organize these monthly activities.

Its chief organisers are:

- Colin Miles, Executive Vice President, i-POP Networks
- Marijohn Sampson, General Manager, Telecoms & Media, Terrapinn
- Daniela La Marca, Founder and Managing Director, MediaBUZZ
- Faissal Houhou, VP of Business Development SEA, Mblox
- Kenneth Parkinson, VP APAC, Qpass – Amdocs Digital Commerce Division
- Chris Chandler, Head of Mobile Products, Yahoo! Asia-Pacific
- Arpit Agarwal, Head of Production, VHQ TV

Interested members of the public can visit www.mocoparty.com for registration and additional information on the event. "After all, the *MoCo Party* is an event you should look forward to if you are an industry professional who feels the need to network – and is very thirsty!" Agarwal concluded.

For more info, please contact:

Daphne Chua

Senior Manager, Media Relations

i-POP Networks

Mobile: +65 96828598

EMAIL:- daphne@i-pop.net