



FOR IMMEDIATE RELEASE

i-POP LANDS FUNDS, LOOKS TO EXPLOIT INDIA, CHINA

Asia's Leading Mobile Services Provider Ready to Take Its Message to the World Stage

SINGAPORE -- i-POP, Asia's pioneer in mobile services, announced it has formally completed a round of venture funding – allowing it to expand further into its chosen media and telecommunications markets across Asia, India and the Middle East. i-POP champions "marketing through mobile content", delivering integrated services, including premium billing, for some of the world's top media companies, mobile operators and content providers.

The investment round was led by a Singapore-based fund Mingly Corporation Singapore (part of Hong Kong's Mingly Corporation) with participation from Infocomm Investments Pte Ltd (I IPL), a fully owned subsidiary of the Infocomm Development Authority of Singapore (IDA).

"i-POP is absolutely delighted to have found such excellent investors and strategic partners for its targeted regional and global expansion. The company has reached a stage where a truly massive scale of mobile business is possible, taking its present nine hundred million transactions logged annually -- and growing that number exponentially with the tremendous resources now available to us. i-POP is now not only well positioned to accelerate its global expansion but is also poised to selectively pursue acquisitions as and when opportunities arise." said Mark Brimblecombe, i-POP's CEO and co-founder.

"We have identified i-POP as a company with strong fundamentals, management team and corporate governance. i-POP has an outstanding client base, proven technical platforms and mobile services that can scale into markets we believe will generate significant growth in the near future," added Lee Kian Soon, COO of Mingly Corporation Singapore.

i-POP has immediately strengthened its senior executive team, regional office capability and data centre infrastructure, in addition to its ongoing expansion of bespoke content services for "Tier 1" mobile network operators throughout the region. Additionally, given the strategic nature of the investment, Mingly Corporation will now sit on i-POP's Board of Directors.

About i-POP

i-POP NETWORKS Pte Ltd (i-POP) is a mobile services company founded in 2002. Through its unique combination of proprietary technology and creative media management, i-POP delivers a broad range of compelling services to mobile subscribers on behalf of its blue chip clients, which include media companies, advertising agencies, content providers and Mobile Network Operators (MNOs).

For more information, visit <http://www.i-pop.net>.

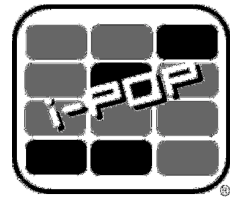
About Mingly Corporation:

MINGLY CORPORATION is the financial advisory and investment manager of the Cha Group. It was a publicly listed company in Hong Kong before being privatized in 2001. Mingly's objective is to enhance the value of the Cha Group by offering financial services, making strategic investments and building successful business ventures. Capitalizing on its financial expertise, close ties with the Group's Silicon Valley and global network, and its understanding of the Asian market, Mingly is well positioned to introduce innovative ideas, advanced technologies and world-class management systems to new business ventures to ensure their success and prosperity.

More information can be found at <http://www.minglyhk.com>.

i-POP Networks Pte Ltd

101B Amoy Street Singapore 069921 Tel : (65) 6236 6828 Fax : (65) 6236 6822 URL : www.i-pop.net
Business Reg No : 200103034M



About Infocomm Investments Pte Ltd (IIPL):

INFOCOMM INVESTMENTS Pte Ltd (IIPL) is the wholly-owned investment arm of the Infocomm Development Authority of Singapore (IDA). IIPL complements IDA's efforts to create diversity in the infocomm industry by providing capital to infocomm companies with potential for strong growth. It seeks to attract and nurture a pool of infocomm technopreneurs and companies so as to enhance the vibrancy of Singapore's infocomm industry.

More information can be found at <http://www.iipl.sg>.

For media inquiries, contact:

Luanne Erni
Tel. +65 6236 6828
Email: luanne@i-pop.net

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