



**For Immediate Release**

## **The Jumpln Mobile Social Network Launches on Millicom in El Salvador**

### ***Red Planet Media's Jumpln Mobile Social Network Continues Its Expansion Through Central America with Its Launch On the Largest Wireless Operator in El Salvador***

February 6, 2008, Orlando, Florida – Jumpln (<http://jumpinmobile.com>), the fast growing mobile phone-centric social network, has officially launched in El Salvador in cooperation with the country's largest carrier, Millicom. Jumpln is prominently displayed on Millicom's mobile Internet home page and Millicom subscribers can now interact with Jumpln members throughout the region and in the U.S. Jumpln's easy and elegant mobile interface provides members the ability to create and customize personal pages, exchange private and public messages with other members, and share photos and videos. El Salvador is one of the cellular operations of Millicom International Cellular S.A., a leading provider of wireless services best known in the region by the "Tigo" brand.

"As the largest mobile phone provider in El Salvador, we're using Jumpln to enable our subscribers to use their mobile phones to reach out and form personal and professional connections in new ways," said Javier Toledo, Director of Value Added Services for Millicom El Salvador. "Jumpln is intuitive to learn, fun to use, and supports our subscribers in their native Spanish."

"Jumpln is all about connecting people in new ways through their mobile phones and Central America is a wonderful opportunity because the vast number of people there have never experienced the gratification of being part of an online community," said Dean Fresonke, President of Red Planet Media (<http://www.redplanetmedia.com>). "We are excited to be working with a market leader like the Millicom Group to put the power of social networking into their subscribers' hands."

### **About Red Planet Media**

Red Planet Media, Inc. interweaves the power of social networking with the multi-media capabilities of mobile phones to create a more connected world. Red Planet Media's flagship mobile social network Jumpln™ connects people through an engaging array of interactive features and is rapidly proliferating through North, Central and South America, fueled by its mobile phone-centric design and effortless support of Spanish, Portuguese and English. Red Planet's Latido.TV channels enable the cross-border proliferation of mobile multimedia, ranging from professional broadcast to the camera phone video from the girl next door. Learn more at [www.redplanetmedia.com](http://www.redplanetmedia.com).

**FOR FURTHER INFORMATION, PLEASE CONTACT:**

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