



For Immediate Release

Red Planet Media's JumpIn Mobile Social Network Launches New Desktop Experience

Members of the JumpIn mobile social network can now enjoy all the features of the community from their desktop browsers

Orlando, Florida (PRWEB) February 13, 2008 -- The JumpIn mobile social network (<http://jumpinmobile.com>) now extends to the desktop with a simple, elegant interface that mobile phone users will find immediately familiar. With today's announcement, JumpIn developer Red Planet Media, Inc., (<http://redplanetmedia.com>) is enabling a cross-pollination of both desktop and mobile users by providing both groups a similar look and feel. Current members will find the new desktop replicates the experience on the mobile phone and at the same time provides powerful enhancements. For new members, the desktop is fun, easy, and provides the perfect training ground for the mobile experience.

"We love the power of social networking on mobile phones and we wanted the desktop experience to complement the mobile experience," stated Dean Fresonke, President of Red Planet Media. "We believe we've struck the perfect balance with our new JumpIn desktop and expect it to help accelerate our growth in markets with significant desktop penetration such as the U.S."



JumpIn's new desktop experience replicates the look and feel of a mobile phone but at the same time enables new desktop-only features such as uploading pictures and media files directly from the desktop using the industry-standard "browse" and "upload" paradigm. Members can also now use a full keyboard and mouse to navigate the site.

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's flagship product JumpIn(TM) 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 JumpInMobile.TV video content portfolio enables the cross-border proliferation of mobile multimedia, ranging from professional broadcast to the camera phone video from the girl next door. Learn more at <http://www.redplanetmedia.com>.

FOR FURTHER INFORMATION, PLEASE CONTACT:

Oscar Bravo, +1.407.432.3485, obravo@redplanetmedia.com

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