



World premiere: locate friends across mobile networks

MOBILOCO launches Buddy Alert at O2 and reduces prices

Hamburg, October 16th, 2003 – MOBILOCO GmbH (www.mobiloco.com), the specialist for location based services, goes live with the MOBILOCO Buddy Alert at O2 Germany. For the first time worldwide, friends can now locate each other regardless of which mobile operator they use, Vodafone D2 or O2 Germany. Simultaneously, MOBILOCO reduces the monthly cost of the Buddy Alert to a mere 2,99 €.

The MOBILOCO Buddy Alert is a location based friend finder. Members can check if friends are nearby by using their mobile phone, enabling an easier communication and making dates between friends. The Buddy Alert can be used with all mobile phones simply through text messaging. Up to 4 friends can be simultaneously located with just one text message. The subscription based membership costs 2,99 € a month and includes the localisation of up to 25 friends through O2 and Vodafone networks. There is no problem acquiring more than 25 localisations if needed and members can easily unsubscribe monthly, too. Members, who do not want a monthly subscription, can also pay per use.

Lars Hartkopf, Managing Director of MOBILOCO: „The MOBILOCO Buddy Alert is one of the most innovative mobile services in Germany. It is worldwide unique in its cross network functionality. It is now available to more than 20 million mobile customers for a mere 2, 99 € a month. We will connect the other German mobile operators in the coming months.”

Lutz Schüler, Senior Vice President Products, O2 Germany: „Location based services are becoming increasingly important. We are therefore very pleased to include the MOBILOCO Buddy Alert in our O2 partner services portfolio for our customers. The network-spanning functionality is a true innovation which sees the customer’s needs put in first place. That’s why the Buddy Alert fits perfectly into the range of partner services that we offer at O2 Germany. “



For questions regarding MOBILOCO and Location Based Services

MOBILOCO GmbH

Tel.: +49 (0)40 41 00 18 11

E-Mail: presse@mobiloco.de

<http://www.mobiloco.de>

About MOBILOCO

The MOBILOCO GmbH, based in Hamburg, Germany, was founded in March 2002. MOBILOCO develops, operates, and capitalizes location based services for the mobile internet. It is specialized on innovative community services for the mobile generation. The service portfolio includes finding, dating, and smart shopping services. As a first mover, the company offers an location based friend finder called "Buddy Alert", which operates across mobile networks. The service was established in spring 2003 in the German market.

About O2 (Germany)

O2 (Germany) GmbH & Co. OHG, a subsidiary of mmO2 plc, meets the complete telecommunications needs of its mobile communications customers. With its own extensive network infrastructure, O2 offers innovative postpaid and prepaid products and also mobile data services based on GPRS technology. In addition, the company will introduce a range of next generation UMTS products. mmO2 plc has 18.7 million customers in the UK, Ireland and Germany.

For more information, please contact:

O2 Germany, Press Department

Nadine Kleinert

Georg-Brauchle-Ring 23-25

D-80992 Munich

Tel.: +49 89/ 24 42 – 12 12

Fax: +49 89/ 24 42 – 12 19

e-mail: nadine.kleinert@o2.com

<http://www.o2.com/de>