



## **Checking out, if friends are nearby: MOBILOCO launches location based friend finder for all customers of E-Plus**

### **Buddy Alert locates friends via SMS for all German customers of Vodafone, E-Plus and O<sub>2</sub>**

Hamburg, November 17, 2004 – Where are my buddies? From today, the answer to this burning question is delivered by the MOBILOCO Buddy Alert for all the customers of E-Plus, too. The Buddy Alert is signalling via mobile, if friends are nearby. Everytime, everywhere, quick and simple: while shopping in the afternoon, clubbing in the evening or at big events.

MOBILOCO 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. After subscription and mutual agreement to the localization, just send one SMS with the Keyword „Where“ followed by the names of the friends to the shortcode 72812. The highlight: Buddy Alert operates across the German mobile networks of Vodafone, E-Plus and O<sub>2</sub> with a technical reach of more than 35 million mobile users.

Lars Hartkopf, Managing Director of MOBILOCO: „With every new operator, who is offering the Buddy Alert to its customers, the benefit doubles for its users. Being connected to Vodafone, O<sub>2</sub> und E-Plus means that all operators who are able to deliver the necessary location data for the Buddy Alert are in place now. I am very glad, that all the young customers of E-Plus are now able to join our service, keeping in touch in a smart, easy and more efficient way with the most important people – their friends!“

#### **For questions regarding MOBILOCO and Location Based Services**

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#### **About MOBILOCO**

The MOBILOCO GmbH, based in Hamburg, Germany, was founded in March 2002. MOBILOCO is a specialist in location based services, owns contracts for localization data with all German mobile network operators and manages a high-performing privacy management system.

MOBILOCO offers consulting, conceptual design, programming and hosting of location based services and mobile marketing for external clients. It is specialized on innovative community services for the mobile generation. The service portfolio includes finding, dating, and smart shopping services.