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Social Networking and Mobile Messaging Join Forces

-(Corporate Wire)- BoonEx, a leading supplier of downloadable open source software for social networks, dating sites and online communities, announced today that messmo has joined the new BoonEx partners program.

Messmo is a mobile messaging company for dating and personals websites, and extends the reach of an existing community to mobile.

BoonEx celebrated Christmas 2009 with a major version update release of its flagship product - Dolphin 7 Smart Community Builder.

Andrew Boon, CEO of BoonEx, said, "We are very pleased that messmo has joined with us to further extend the reach of BoonEx users to mobile. We have seen a sensational response to the launch of Dolphin 7, and in particular, a quickly mounting interest in mobile solutions. We started this year serving up to 1000 daily downloads, and we daily get an overwhelming number of inquiries about mobile apps, extensions and solutions for Dolphin.

"Additionally, on the heels of the announcement of Dolphin7, BoonEx effectively lowered the bar by offering greatly expanded access to these new mobile apps and bringing them within reach of everyone. messmo further endorses our open 'Best of Breed' strategy, and will help all of our current and new sites to easily connect with their members on mobile. We are excited about messmo technology and the way it will extend Dolphin's range and potential."

Brendan O'Kane, CEO of messmo, said, "This is a great partnership that brings messmo's mobile messaging solutions to the wider BoonEx community. We have been using the Dolphin 7 platform since early beta releases, and we are able to offer BoonEx sites a powerful, easy-to-use plug-in that will extend their existing messaging to mobile. We look forward to working with the BoonEx community in using our push, notification and messaging capability to easily reach their members when out and about, resulting in increased member interactivity, retention and revenues."

The messmo Extension is planned to be available for Dolphin 7 in March 2010.

Both messmo and BoonEx have been attending the Internet Dating Conference and Social Networking Conference in Miami, Jan. 28-29.

About messmo:

Messmo is a leader in mobile messaging solutions for dating, personals and social network communities. The messmo platform combines messaging, push and micro-payment solutions to deliver mobile, Internet-enabled messaging solutions across all mobile handsets in a secure, no-spam environment. Sites can easily extend the reach of their existing member-to-member communications, such as email or IM, to now reach members when not at their PC by delivering rich messages.

Members are able to receive and reply when out and about, thus increasing retention, interactivity and revenues. Using messmo's patented smart messaging technology, rich interactive messages can be combined with micro-payment solutions to deliver on mobile transactions. For more information, visit www.messmo.com.

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About BoonEx:

BoonEx is the leading provider of downloadable, free, open-source software for social networks, dating sites and online communities. BoonEx Dolphin is used worldwide by more than 50,000 webmasters and includes an extensive set of functionalities, such as groups, events, media sharing, video chat and IM, iPhone app, desktop app, music and video players, and hundreds of third-party extensions available at BoonEx Unity. BoonEx Dolphin is a flexible "builder" and universal enough to power any type of "community site," giving full control over layout, design, languages, structure and even core functionality.

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