

Gofresh`s Off-Portal Mobile Community itsmy.com reaches 200.000 Mobile Web Users

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Gofresh's Mobile Web ONLY Community itsmy.com has attracted more than 200.000 registered Mobile Web users since its start 5 months ago, achieved solely through viral marketing.

The community counts 165.000 personalized Mobile Web homepages with an itsmy.com domain, 48,5% of all registered users are women, compared to 51,5% men. The average user surfs 130 mobile pages/day, which adds up to 55 Million PIs/month and has more than 42 content items, whether personalized wallpapers and animations or pictures and videos stored

on his/her account. Core users count up to 3500 content items like pictures, animations, wallpapers created with Gofresh's exclusive mobile web designer tools their own! The mobile page size averages user- and wallet-friendly 12KB and can be reduced further with a special speed-mode functionality to less than half to enable faster chatting and surfing.

Gofresh's idea with itsmy.com is to offer every mobile phone user in the world an own mobile web page as an itsmy.com-subdomain, including webspace for data saved on their devices from pics and videos to contacts and messages. The TOP5 mobile web services of itsmy.com are: private messaging, browsing userprofiles, up-and downloading of User Generated Content and of course updating and enhancing their private mobile web space. The most popular phones with a share of 62% are "middle-class" mobile phones, the most popular device being the Nokia 6230 closely followed by Motorola's V360.

itsmy.com operates on Gofresh's proprietary, highly flexible social networking- and UGC-platform, supporting more than 2750 different mobile phones and browser versions and complying with European and US operator specifications. The service can be reached from anywhere in the world by typing mobile.itsmy.com into the mobile phone's browser.

Antonio Vince Staybl, CEO Gofresh: "Viral marketing, "always on" mobile multimedia devices, everywhere billing access and mobile user generated content combined with an unmatched time to market are the keys to the world`s next digital leader!"

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About Gofresh

Gofresh GmbH (Munich, London, Madrid) develops, produces and distributes Europe's leading "User Generated Mobile Content and Community" platform and cooperates with 16 operators (Telefonica, 3 Austria...) in the EU. GOFRESH's mobile community itsmy.com is one of the fastest growing mobile web communities worldwide.

[You can find this press release here](#)