

Mobile Social Network Hits Magic Benchmark: 1 Million Users on qeep

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Users from 203 different countries meet on qeep to chat and network

- With 160 million mobile page impressions each month, qeep offers an innovative platform for target-oriented marketing

Cologne / Germany, February 3, 2009 – In the New Year, qeep continues to experience large, new user numbers. Today the successful mobile social network exceeded the 1,000,000 user mark. People from over 200 different countries meet with their mobiles on qeep to chat, blog, play games and more. Since the release of the international English-language version of qeep in January 2008, a worldwide success story has begun which is representative for low-cost mobile internet communication.

“For many young people, the internet on their mobile is already as normal as their internet on their PC at home,” says Christian Schulte, one of the founders of qeep. Schulte adds, “Mobile communities are the perfect social media. People have their friends with them at all times – they never need to be bored.” The makers of qeep focus on modern entertainment that is always available, inexpensive, easy and an overall value to users.

With over 1 million users to date, and 160 million mobile page impressions every month, qeep is not only ideal for keeping in contact with friends on the go, but is suitable for advertisers who want an innovative platform for target-oriented advertising. Advertising on qeep is available in the common banner formats well known on the mobile internet. It is possible to target age, gender and location – further selection criteria will be available in the future.

“We congratulate the makers of qeep for having reached this important milestone. Qeep makes it possible to show ads to several demographics and target groups, so that users see ads that are relevant to them, while the identities of the users and their profile information stay anonymous,” says Harald Neidhardt, Co-Founder of Smaato Inc., an international advertising partner of qeep.

About qeep – Founded in 2006, BLUE LION mobile GmbH has brought Germany the largest mobile community in its market. Users can interact with friends throughout the mobile community with several innovative features. Whether photoblogging, playing live games, or exchanging messages with qeep’s unique QMS-Chat and Sound Attacks, qeep provides a good time anywhere and anytime. Qeep is available for free download at wap.qeep.net.

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