

**FOR IMMEDIATE RELEASE:**

***A LOCAL FIRST- Free mobile text messaging for the masses making Telephone Carriers very nervous.***

Start-up company Yoober has today announced a free new mobile text messaging technology that enables users to send thousands of mobile text messages and IM chat without paying a cent for SMS to their Telephone Company.

Texting addicts can now text friends and family as much as they want, locally or internationally, right from their mobile, or from a PC, completely free.

Yoober was founded by Alex Gelbak, a young, self-proclaimed SMS addict who's set to make life very difficult for money hungry Telco's.

"In 2005, over 1 Trillion SMS messages were sent worldwide. Telco's made over US\$33B just from SMS alone – and at roughly 80% to 90% margin – they are making huge money at the expense of consumers. Even with free text bundles – most people exceed them, and costs do add up. Now it's time for a change" says Alex.

**How it works:**

Yoober is a completely free program and to get it, all you will need to do is visit the website, or get a friend who already has Yoober to invite you.

Once Yoober is installed on your phone, it sends text messages through the internet, rather than through the traditional way that your Telco charges you for SMS.

By sending messages via internet, users don't need to worry about any annoying 80 or 160 character restrictions to the size of the message, and also don't incur any additional costs regardless of how many recipients they send a message to (it could be one, or a hundred), or where in the world those recipients are!

All that users need is a phone that supports Java (pretty much all the major brands such as Nokia, Motorola, Samsung, Sony Ericsson and LG) and some sort of mobile internet connection or package (CDMA, GPRS, 2.5G or 3G). If you can download and play games, your phone should work fine with Yoober.

The guys at Yoober have just released a beta version of their technology, and want people to be part of a worldwide trial. For a sneak peek and to be one of the first to get Yoober, visit [www.yoober.com](http://www.yoober.com) today.

###

**Media Enquiries:**

Mr. Alex Gelbak  
Yoober Pty Ltd  
Telephone: +613 9913 0021  
Fax: +613 8320 4721  
Email: [agelbak@yoober.com](mailto:agelbak@yoober.com)  
Skype: alexgelbak  
Website: [www.yoober.com](http://www.yoober.com)

For media resources and multi-language releases please visit:  
[www.yoober.com/media](http://www.yoober.com/media)

Editors Note: High Resolution images are available upon request.

