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**eBuddy Announces Strategic Partnership With LG Electronics**  
***LG to pre-install eBuddy Mobile Messenger in the Asia Pacific region***

**Amsterdam, The Netherlands (PRWEB) May 20, 2009** – [eBuddy](#), the world's leading independent web and mobile instant messaging (IM) service, today announced a partnership with [LG Electronics](#) (LG) to pre-install the popular J2ME mobile IM application, eBuddy Mobile Messenger, on at least 1.5 million LG handsets in the Asia Pacific region. LG, a global leader and technology innovator in mobile communications, has agreed to install eBuddy Mobile Messenger on handsets to be sold in India, Thailand, Singapore, Malaysia, Vietnam, Philippines, Indonesia, New Zealand and Australia. Additional concept rollouts in other regions are under discussion.

The eBuddy Mobile Messenger application will be pre-installed on LG handsets marketed directly at young customers who are fans of instant messaging. eBuddy Mobile Messenger comes packed with features designed specifically to make it easy, fast and fun to chat with friends anywhere, anytime. The partnership agreement will also enable eBuddy to display highly targeted mobile ads to end-users.

The LG handsets that will be pre-installed with [eBuddy Mobile Messenger](#) include:

- The new LG Arena (LG-KM900), the world's slimmest, most advanced handset with full touch screen functionality, 5 MP camera and an innovative 3D, S-Class user interface
- The LG Renoir (LG-KC910i), a stylish handset with full touch screen functionality and an 8 MP camera
- The LG-KS360, a natural-born messenger with sliding QWERTY keyboard designed specifically for fast messaging, a 2 MP camera and a variety of color options
- The LG Cookie (LG-KP500), an attractively priced full-touch handset packed with advanced features usually found exclusively in premium touch screen handsets

"The demand for mobile messaging and social networking in Asia continues to increase and it's vital that these services form an essential element of the LG customer offering on our new devices," said Bo Choi, VP and Head of Mobile Communications Marketing for LG Electronics Asia Pacific. "Our pre-installation partnership with eBuddy allows LG to enhance our customers' lifestyles by delivering the right phones with the right look and features our younger customers have told us they want most: natural, real-time messaging and the ability to keep in touch with all their contacts on one device."

eBuddy Mobile Messenger features a sleek user interface and an eBuddy ID that allows the user to create a single, unique ID that can be used to login and access all major IM accounts including AIM, Facebook, Google Talk, ICQ, Yahoo and MSN Windows Live Messenger. Additional features include the ability to take and set a mobile phone photo as a personal avatar, group chat, picture sending, the ability to send SMS notification to offline buddies and offline messaging functionality.

"We're very proud to partner with LG Electronics, one of the worlds' leading and most progressive mobile communications companies," states Jan-Joost "JJ" Rueb, CEO and co-Founder of eBuddy. "eBuddy Mobile Messenger is one of the world's fastest growing mobile

IM services with over five million unique monthly users and our partnership with LG Electronics forms a pivotal role in our mobile IM growth strategy throughout the entire Asia Pacific region.”

### **About eBuddy**

[eBuddy](#) created the world’s first independent web browser-based IM service in 2003 and extended the service to mobile in June 2007. eBuddy is available in over 30 languages and is currently processing over 6 billion messages per month. its patent-pending technology enables more than 18 million unique monthly visitors with AIM, Facebook, GoogleTalk, ICQ, MySpace, MSN Windows Live Messenger and Yahoo! IM accounts to chat free of charge in one interface without having to download or install any application. eBuddy offers two versions of its mobile IM client -- the popular J2ME version, [eBuddy Mobile Messenger](#), and the mobile Internet version, [eBuddy Lite Messenger](#) -- and is one of the world’s fastest growing mobile IM services with over five million unique monthly visitors. eBuddy is based in Amsterdam with additional offices in London and San Francisco and is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more at <http://www.ebuddy.com>.

### **About LG Electronics, Inc.**

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 84,000 people working in 115 operations including 84 subsidiaries around the world. With 2008 global sales of \$44.7 billion, LG comprises of five business units – Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is one of the world’s leading producers of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both A Global Partner of Formula 1™ and A Technology Partner of Formula 1™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event.

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit [www.lge.com](http://www.lge.com).

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