



**ZINGMOBILE PARTNERS EKUSHEY TELEVISION LTD. TO LAUNCH
BANGLADESH'S FIRST INTERACTIVE TV SHOW.**

SINGAPORE, 30 November 2007

Zingmobile Group Private Limited (ASX: ZMG) has inked a definitive agreement with Ekushey TV Ltd. Bangladesh (ETV), one of the country's leading entertainment broadcasters, to launch Bangladesh's first 'live' interactive TV show. This agreement was signed through Zingmobile's subsidiary, B2M Technologies Ltd, based in Dhaka.

SMS Mania is the game show that empowers television viewers to participate from the comfort of home via Short Message Service (SMS) based on challenging quizzes and games.

Since its trial on 15 November 2007, SMS Mania has garnered a credible number of responses. Ratings have been increasing on a daily basis and viewers tune in to the show consistently.

ETV's Chairman Mr. Abdus Salam praised the partnership and said, "This is a significant milestone and we are excited to be Zingmobile's partner in pioneering interactive TV. This innovative approach allows home viewers a simple and inexpensive way to participate in 'live' TV."

SMS Mania airs for 15 minutes daily during prime time in the evening, with repeats and results announced the following day. This helps to maximize impact and capture market share. The rules of the game are explained by a game show host to home viewers, who then send in their answers via SMS for a chance to win prizes worth 50,000 Taka every week.

Zingmobile Chief Executive Officer, Mr. Teo Siew Kiet said, "The launch of SMS Mania signifies the beginning of an important chapter in Bangladesh broadcasting where one-way communication no longer satisfies an increasingly sophisticated audience. We are continually in the forefront, seeking such partnerships."



About Ekushey Television Ltd. (ETV)

Committed To Change



Ekushey Television Ltd. was the first private national television network in Bangladesh that broadcasted both terrestrially and via satellite beginning from 10 May 2000. But from March 2007 Ekushey Television Ltd. started broadcasting via satellite

The plans for Ekushey Television Ltd. are based on a commitment to change, to the welfare of Bangladesh and the need to project and promote its image, both at home and abroad. We believe too that Ekushey Television Ltd. will stimulate change and growth in Bangladesh. It will enhance skills, provide jobs and encourage fresh horizons for young people everywhere.

About Zingmobile Group Ltd

ZingMobile Group Ltd (ASX: ZMG) is a pioneer in interactive mobile entertainment, publishing high quality content, services and applications for today's dynamic market. Founded in 2002 and listed on the Australian Stock Exchange in 2007, ZingMobile is headquartered in Singapore with offices throughout the Asia Pacific namely, Malaysia, Indonesia, China, and Bangladesh, delivering Mobiletainment content through its proprietary Alchemy Platform and Mobile 2.0.

ZingMobile partners with 16 major Mobile Network Operators (MNO) and serves more than 500 million subscribers. Prior to November 2007, the company acquired 6 million unique purchasing customers within 12 months.

ZingMobile is committed to innovation, research and development, and marketing. By end 2008, the company intends to double the number of partner MNOs, and achieve an estimated 600 million mobile subscribers.

More details available at: <http://www.zingmobile.net>

For queries and information, contact: corporate@zingmobile.com or call +65 6438 9741.