

For immediate release

Get a 'room' for a Social Networking Experience with a difference

Kuala Lumpur, 15 January 2009: roomzNation Sdn Bhd, a member of the Green Packet Group of Companies, today unveiled a social networking portal with an edge. Named "roomz" (pronounced "rooms"), the site was designed to fill the gaps in existing social networking sites, and with new user requirements in mind for better assimilation of online and real world content and service delivery.

Pushing the boundary to enhance users' online social networking experience, roomz, for example, allows "roomzsters" (its members) and their "roommates" (friends) to listen to and download music; send mobile content directly from the site; order printouts from photos uploaded, and even have them delivered right to the doorstep.

roomz offers the first music experience club in the portal, "musicroom," which will be the first unlimited PC download music service in Southeast Asia with exclusive benefits to its members.

According to Chief Executive of roomzNation, James Chong, providing exactly the same services with the same strategy as popular networking sites such as Facebook, Friendster and hi5 would be meaningless in our aim to better the online social networking experience.

He said, "roomz is all about how we can be different and what we can do better than existing social networking sites. We specifically set up a dedicated market research and intelligence unit just to drill down to the specifics in providing what users want today that they're not already getting. This is not just another portal, but a fresh, unique, exciting and worthwhile experience for users."

"With roomz, Malaysians, and eventually, everyone in the world will get empowered to do what they've always wanted and needed to do, which is simplistically, to connect with others, share, entertain and be entertained -- but with much added ease and more fun.

The unique content and service delivery concept for roomz is also designed to provide a better and more efficient platform for local and international online and interactive content developers to introduce and market their services, games, and other contents to the online community.

James said, "Users are rooting for an increasingly rich internet experience, and to this end, opportunities are literally knocking on the doors of Malaysian application and content developers."

He added, “We’re keen to help spur the growth of the local digital content industry, and as such are enabling immediate monetization of content and service delivery in roomz via an embedded payment platform. Going one step further, we’re in the midst of establishing an Application Developer Programme for Malaysian developers, which amongst others, looks into potential financing of the development of new and attractive applications and services for “roomzsters.”

Inforum

Just like a house with different rooms, the site will also have sub-sections that offer a seamless integration of offline real world activities, places, products and services. Some of the existing and future additional “roomz” include:

- mobileruum – where you can send wallpapers, music, games and other content directly to your friends’ mobile phones and yourself online
- movieruum – where you can check out what’s showing in the cinemas now, watch trailers, previews, behind the scenes and get reviews
- videorum – where roomzsters can post their favourite videos online and share them with friends
- Avatar & roomzWorld – where you can express yourself with customised avatars and meet roomzsters in different virtual roomz
- diningroom - Reviews and feedback about the best places to eat with ratings from fellow roomzsters and maps to show you how to get there
- partyroom – where the latest events and nightlife are highlighted
- travelroom – featuring the best places to travel, feedback from travellers on places to stay, eat and visit, and exclusive offers from airline and travel partners

While anyone the world over can join in and be a roomzster, selected user services available in the portal are currently available to Malaysians only. To get a room and start inviting your roommates over, kindly visit www.roomz.com.

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About ruumzNation Sdn Bhd

ruumzNation is a member of the Green Packet Bhd Group of Companies

About Green Packet Bhd

Green Packet Berhad was founded in the Silicon Valley and has offices in eight markets world wide. In 2000, Green Packet established its R&D and marketing centre in strategically located Malaysia. Today, it is headquartered in Kuala Lumpur and listed on the Main Board of the Malaysian Bursa with over 500 employees. A leading developer of Next Generation Mobile Broadband and Networking Solutions, Green Packet's mission is to provide a seamless and unified platform for the delivery of user-centric multimedia communications and services regardless of the nature and availability of backbone infrastructures. Green Packet has two key business pillars: Products & Solutions and Converged Communications Services. For more information, visit: www.greenpacket.com

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