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WeeWorld Creator Saw-You Appoints New Chief Executive

Former T-Mobile Vice President Will Oversee Global Expansion

Glasgow, UK, June 27th. WeeWorld, the mobile/online content and social networking company which created the popular 'WeeMee' personal digital identity, today announced that Celia Francis has joined the company as the new chief executive officer.

Ms Francis has worked in the mobile sector for a number of years, most recently as executive vice president of business marketing for T-Mobile International. She previously headed T-Mobile's Product Marketing in the United Kingdom and worked with IDEO, the world's largest product and services development consulting company. Ms Francis holds an MBA from the MIT Sloan School Of Management and a Bachelor of Arts from Harvard University.

Ms Francis will lead the company as it embarks on a period of global expansion through strategic alliances, partnerships and presence around the world. She will help to build the company's considerable user base and consolidate WeeWorld's position as one of the world's leading visual communities and the WeeMee as the first comprehensive mobile and Internet digital identity.

Mike Kinsella, the previous chief executive and one of the founders of WeeWorld, remains with the company and will be leading WeeWorld's mobile strategy.

WeeWorld has created a unique service within the mobile and online sectors, providing sophisticated visual communities, based on easily-created, customisable cartoon versions of oneself for social networking online while remaining anonymous. A WeeMee can also be downloaded to desktop or mobile and used in email and picture messaging. In the past eighteen months, the company has completed deals with some of the world's largest companies – including Microsoft – and the WeeMee is now at the heart of many of the world's biggest online and mobile communities including MSN, Friends Reunited, Classmates and many more. Nearly five million users around the world have created their own WeeMee and thousands more continue to do so on a daily basis.

WeeWorld recently completed a new round of institutional investment from the European fund of Benchmark Capital, one of the world's leading investors in innovative new technologies. The company intends to use the investment to extend its presence globally, creating a number of new sales offices in key territories and doubling the company's technology workforce in its new Glasgow headquarters.

Ms Francis said, "I'm delighted to have joined WeeWorld at such an exciting period in the company's history. It has established an excellent reputation with the biggest players across the online and mobile industries and has built a unique and enviable user base. We now have to build upon this very solid and credible foundation to ensure the company remains at the forefront of the rapidly evolving mobile industry and put a WeeMee on the screen of every mobile phone."

ENDS

WeeWorld

Founded in March 2000, WeeWorld is a pioneer in advanced mobile and online social networking. The company has patented a number of key technologies relating to

messaging based on physical descriptions. This allows WeeWorld users to search for specified characteristics and exchange messages (SMS, MMS etc) with people seen in social environments such as pubs, clubs, gigs etc. Accessed online or through mobile phone handsets, WeeWorld delivers a community that is growing rapidly.

WeeWorld has been recognized by a number of leading publications and services as one of the most exciting new services for mobile phones in the world today. Fortune magazine recently awarded the company the 'Coolest International Business' award. WeeWorld is also a recipient of Red Herring 100 Europe, a selection of the 100 private companies in Europe and Israel that play a leading role in innovation and technology.

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