



Helio Hooks Up With Buzzd to Offer Location-Based Arts and Entertainment for the Mobile Generation

NEW YORK & LOS ANGELES February 6, 2008 -- Helio today announced their partnership with Buzzd (<http://www.buzzd.com>), a local entertainment service that provides real-time information for bars, clubs and restaurants to Helio members based on their location. Accessible on all Helio devices via the carrier's WAP deck, Buzzd delivers editorially-driven event and venue information, along with up-to-the-minute reviews and ratings from friends and other members of the Buzzd community. The entertainment mobile service currently lists events and venues across all major cities in the United States.

However, Buzzd is more than just local entertainment listings and reviews, as it allows its subscribers to instantly find, connect with and message friends with easy to use SMS and messaging features. Users can also browse and search continuously updated event feeds which include pricing, location, and event details as well as the firsthand ratings and reviews posted from the event by other members directly via the mobile platform. Events and venues are aggregated first through partnerships with Flavorpill, TimeOut New York, and CitySearch. User-generated feedback for 'real-time' activity about venues and events is also layered at the top of event listings throughout the platform.

"Buzzd is the slick new way to find the best local events and venues for the mobile generation," said Anna Lee, Senior Manager of Content Services at Helio.

Buzzd co-founder and CTO, Deepen Shah, adds, "The partnership is exciting as both Helio and Buzzd are using mobile technology to connect people with local entertainment around them." One of the key features of Buzzd is the ability to find real-time activity across any event in the United States including the rating of specific events and what the "scene" is actually like at the particular location. Users can register for the service immediately by clicking the "Buzzd" link from the Helio deck, or texting 'join' to 96321.

About Buzzd

Buzzd (<http://Buzzd.com/m>) is a location-sensitive entertainment listings service with branded editorial and real-time user generated content on the mobile device. "Your city, in real-time," Buzzd allows consumers to know what's happening at any venue right now, rate events, and connect with friends and people in the area.

Buzzd partners with carriers and content providers such as Helio, Citysearch, Flavorpill and Time Out New York. The company is based in New York City and backed by Monitor Ventures and Greycroft Partners. Buzzd was founded by Nihal Mehta and Deepen Shah from ipsh!, one of the world's first mobile marketing agencies acquired by Omnicom Group.

About Helio

Helio is the mobile brand for the Internet generation. With advanced mobile services, exclusive, high-end, sleek devices and smart pricing on a nationwide high-speed 3G network, Helio is built for consumers who have mobile at the center of their lives. Helio is a joint venture between SK Telecom, one of the world's most advanced wireless carriers, and EarthLink, the next generation Internet service provider. www.helio.com