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**The countries first mobile video messaging company, Mogreet, kicks off "Mogreet the Vote" by giving voters access to the Presidential candidates' cell phones**

**LOS ANGELES, CA (February 18, 2008)** – In a presidential election that has already seen online debates, massive text messaging and email campaigns, and exposed the influence of bloggers, it is safe to say technology is playing an important role in 2008. One common strategy that has been closely watched and critiqued in the campaigns of Barack Obama, Hillary Clinton and John McCain is that they all have invested in new and evolving technology, in no small part to reach the younger voters. "**Mogreet the Vote**," a mobile video messaging campaign targeting youth voters is now something they all share too.

Mogreet the Vote is the first ever mobile video messaging campaign to provide access to the presidential candidates "by empowering young people to communicate the issues that matter most to them, using the vehicle they are most comfortable with - the mobile phone," says James Citron, CEO of Mogreet. "Young voters want to be involved and express their views in this election," continues Citron, and "we are providing the easiest way for this demographic to connect with the Presidential candidates."

Founded in August 2006, Venice Beach-based Mogreet has sent a mobile phone to each candidate, and has set up a website -www.Mogreetthevote.com – where young voters can select from a variety of issue-oriented Mogreets covering the most important issues of 2008. Consumers can decide which Mogreet video message to send to the candidate of their choice, picking from a broad selection ranging from the war in Iraq to gay rights to the economy, thus casting a virtual vote about exactly what issues their preferred candidate should be focused on.

As this election has been coined the "Year of The Youth Vote" by Time Magazine, many believe this election will be won by whomever utilizes new forms of communication most effectively. With only one-third of young voters under the age of 25

possessing a land-line phone, mobile messaging has become a vitally important and relevant way to mobilize the young vote.

James Citron, CEO of Mogreet is available for interview.

Sample "Mogreet the Vote" mobile video messages available upon request.

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**About Mogreet:**

Mogreet is the **first** mobile video messaging company. Founded in August 2006, Mogreet set out to improve the way that people communicate through their mobile phones. Located in Venice Beach, California and backed by DFJ Frontier, Mogreet has worked with artists from around the country to build a world-class video messaging library representing a wide range of occasions and emotions. Mogreet works with leading mobile phone carriers and Internet websites to enable consumers to communicate through video messaging from their mobile phones and favorite destinations on the web. Whatever the message, there's a Mogreet!

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