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VENICE BEACH, CALIFORNIA--(Marketwire - Feb. 12, 2009) - Mobile messaging start-up company Mogreet Inc. ([wap.mogreet.com](http://wap.mogreet.com)) today announced a special series of Valentine's Day eCards for mobile phones featuring short scenes from the hit movie Twilight - based on the hugely popular book series - as well as free clips featuring the new single 1,2,3,4 from the hit band Plain White T's.

Mogreets are mobile video greeting cards that marry the engagement of video with the personalization of text, making it an instant sensation with the teen 13-17 demographic that drove the uptake of SMS in the U.S. market. There are Mogreets for every occasion - birthdays, holidays, special events, flirting, make-ups/break-ups, call me, I love you and I'm sorry. Mogreets are delivered by MMS where available, or as an attachment to a SMS text message.

"Twilight has captured the hearts of millions of readers and movie fans," said T.J. Moffett, SVP Marketing at Summit Entertainment. "In addition to some other initiatives, we thought Mogreet was a great way to bridge the gap between the theatrical and DVD release March 21."

With more than 3,000 mobile video greetings in its library, Mogreet offers an array of content, including eCards featuring high-profile celebrities and memorable movie clips. Mogreet has relationships with several top-tier content partners, including Paramount Digital Entertainment, FOX Searchlight and Manga powerhouse TOKYOPOP.

"We're thrilled to partner with Summit Entertainment and Plain White T's to take our Valentine's content to the next level," said Mogreet General Manager Mitch Feinman. "These companies are innovators in recognizing that cell phones are how their core fans choose to communicate, and what's more romantic or appropriate for Valentine's Day than Twilight and the Plain White T's?"

Currently, Mogreets can be sent in one of three ways: from the company's website at [www.mogreet.com](http://www.mogreet.com); directly from a mobile device (now available through the AT&T Multimedia Storefront, Sprint Fun Text Messaging and Verizon by month's end); and through "video greetings" applications on Facebook and MySpace.

"We hope that Mogreets will help fans say 'I Love You' this Valentine's Day," said Plain White T's lead singer Tom Higgenson. "In addition to [plainwhitets.com](http://plainwhitets.com), Mogreet is a natural way to extend the message of songs like 1,2,3,4 while also letting our fans know about our new album."

About Mogreet, Inc.

Based in Venice Beach, CA, Mogreet, Inc. was founded in 2006 as the first mobile video messaging company in the U.S. market.. For every message, there's a Mogreet. Visit [www.mogreet.com](http://www.mogreet.com) for more information or please contact Mitch Feinman at [mitch@mogreet.com](mailto:mitch@mogreet.com).

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