

BeejiveIM for iPhone 2.0 Enriches Communication, Renders Texting Obsolete

Cost-Effective IM Solution Adds Key Collaboration Features, Enhances Integration with iPhone

MACWORLD SAN FRANCISCO—January 6, 2009—Beejive, Inc. today announced the availability of BeejiveIM for iPhone 2.0, making instant messaging on the iPhone even more robust and cost-effective. This native, highly customizable iPhone app supports AIM®/iChat®/MobileMe®, MSN®/Windows Live®, Yahoo!®, MySpace, GoogleTalk®, ICQ®, & Jabber, allowing users to access all of their IM clients from one user-friendly interface. With BeejiveIM, users can experience the connectivity and full features of desktop instant messaging from their iPhones, making it much easier and cost-effective to communicate than via texting.

With BeejiveIM for iPhone 2.0, Beejive has added key new features that enable users to stay in touch more effectively and share information in a far more in-depth manner. Rather than relying on simplistic texts to reach someone who may or may not be there, the always-connected BeejiveIM enables users to know who is available when, and to communicate with their friends, family and co-workers in a richer way than ever before possible.

These key new features include:

- **Photo transfer:** This new feature enables you to send photos directly within the body of your IM, bringing you both high photo quality and great ease of use.
- **Voice notes:** Truly personalize your IM experience by adding voice to the equation via a smooth, direct transfer.
- **Full integration with iPhone's address book:** Now you can link your buddies directly to your phone contact list, making it easier than ever to keep in touch.
- **Extensive file support:** Now more than ever, your iPhone can be a great business tool as you can easily receive and review different file types, including most image, audio, and video files, PDFs, Word documents, Excel spreadsheets, and PowerPoint documents.
- **Configurable sounds when sending and receiving IMs:** Now you can choose to use our default sounds when you send or receive an IM, or use the AIM or Yahoo sounds.
- **A truly native experience:** BeejiveIM has the complete look and feel of native iPhone apps, offering you the iPhone's great degree of customizability in look and feel so that you can seamlessly integrate instant messaging into your overall iPhone experience.

“We created BeejiveIM to address the lack of reliable, user-friendly instant messaging applications available to mobile users. The fact that we were widely viewed as the top social networking app of 2008 demonstrates what a need there was for such a service,” said Kai Yu, founder and CEO, Beejive. “Now, with BeejiveIM 2.0 we are able to offer iPhone users a rich collaboration platform, where they can do everything from exchange their favorite MP3s to get a colleague a needed PDF in seconds flat. We are excited to see what our BeejiveIM community will accomplish with these new tools.”

BeejiveIM for iPhone 2.0 will be available today on the iTunes App Store for \$15.99. Please visit the iTunes App Store directly or follow the link from <http://beejive.com/iphone/>.

About Beejive

Based in San Francisco, Beejive (pronounced \bē-hīv\) is a privately held company specializing in the design and development of software for mobile devices. Founded in 2006, Beejive strives to become the world's premier developer of fast, reliable, and easy-to-use mobile software. BeejiveIM, the initial offering from Beejive's product portfolio, is a multi-protocol instant messaging client that connects the mobile user to the major instant messaging networks. BeejiveIM was created to address the lack of reliable, user-friendly instant messaging applications available to mobile users. For more information, please visit www.beejive.com.

Contact:

Eileen Conway

Scout PR

650.245.9015

eileen@scoutprsf.com