

## moodmessaging announces company name change to lamEmo

moodmessaging pty ltd, a leading supplier of animated greetings to content aggregators, telecommunication carriers and handset manufacturers worldwide, today announced that it has officially changed its company name to lamEmo Pty Limited, to reflect and strengthen the brand positioning of the company going forward. The name change reflects our Company's core focus on supplying the lamEmo branded animated greetings to content aggregators, telecommunication carriers and handset manufacturers on a global scale, stated Kevin Brough, CEO of lamEmo Pty Limited. The name change is not simply cosmetic. In the new year, the Company will be updating its website, providing consumers with access to lamEmo branded mobile phone merchandise including phone jewellery and other phone accessories which compliment the current lamEmo animated greetings offering. The name change appropriately reflects our focus of building a truly global brand. Mr. Brough continued, Our updated website will allow our stakeholders to be continuously updated and informed on the Company's progress and business initiatives and activities. The companys new contact details are as follows: lamEmo Pty Limited Suite 805, 6A Glen Street Milsons Point, NSW 2061 Sydney, Australia Phone: +612 9492 7622 Fax: +612 9492 7628 Email: info@iamemo.com Web: www.iamemo.com About lamEmo Pty Limited lamEmo Pty Limited is a supplier of animated greetings to content aggregators, telecommunication carriers and handset manufacturers worldwide. lamEmo have developed animated greetings featuring Emo, a Chameleon, which consumers can download onto their mobile phones and send as part of a text message to their friends, families and colleagues. The animations featuring Emo use colour, facial expressions and body language to illustrate one of eight human emotions in a number of different guises. Emo adds emotional context to ordinary text messages, transforming messaging from plain black-and-white text to a colourful, engaging and meaningful exchange. lamEmo was incorporated in Sydney, Australia in 2003 as a joint venture between international equity partners Carter Holt Harvey (based in Auckland, New Zealand), Fahrenheit 212 (a subsidiary of Saatchi & Saatchi based in New York, USA) and Macquarie Bank Limited (based in Sydney, Australia). Emo, lamEmo and moodmessaging are trademarks of lamEmo Pty Limited. lamEmo is a member of the Australian Interactive Media Industry Association (AIMIA). For more information, please visit [www.iamemo.com](http://www.iamemo.com) -ends-