

Tokiva Launches Open Mobile Communications Platform

More than half a million users world-wide join Tokiva for voice, messaging, and sharing services

TORONTO, Ontario and BEIJING, China -- (PR Newswire) -- January 15th 2008 -- Today Tokiva announced the public beta launch of its Mobile Communications Platform that provides open and cost-effective voice, messaging, and sharing services on Mobile, Web, and Instant Messaging systems.

Tokiva addresses three key communications necessities for mobile users: 1) inexpensively make calls around the world, 2) access email, and 3) share social lives with friends and family. Users register at www.tokiva.com, create a profile, download Tokiva Mobile software to the phone, and then they can call any number in the world from their mobile. Tokiva calls the user back and immediately connects the user to the called party. With Tokiva Mobile, users can also access their existing web or corporate email accounts.

“Imagine you can see what your friends are up to, call them up, send email, share photos, all simply and easily on your mobile handset, whether you are half way down the block - or half way around the globe”, said Tong Li, Tokiva’s founder and CEO. “Tokiva can deliver those services via one single software application on today’s 2.5G mobile networks while maintaining the quality of service.” Without downloading any software, Tokiva services can also be accessed on the Web, and on Instant Messaging systems.

This beta release of Tokiva platform provides the following services:

- Voice: save up to 90% on international calls and roaming costs
- Messaging: free mobile email and inexpensive international and group SMS
- Presence: call management and peer awareness

Since the private launch in September 2007, more than 700,000 users have signed up with Tokiva and the user base is growing virally month over month.

Rommel Agsulid, a software consultant in Washington DC, uses Tokiva regularly to call friends and families in Canada, Philippines, and Europe. Rommel commented: “The call quality with Tokiva is great and I like the Tokiva Link feature where I can embed a Tokiva Link in my email messages and on my Facebook page so my friends can call me with just one click.” Sanjeev Kumar, another regular Tokiva user who works as a financial analyst in Dubai, commented: “I’m on MSN Messenger all the time and now I can IM Tokiva to call my friends in India, UK, and the States. If I am on my mobile, I can SMS Tokiva to call.” Anthony Lo, a business consultant based in Shanghai and San Francisco, uses Tokiva for both business and personal purposes. Anthony commented: “I travel quite a bit and have different mobile numbers in different countries. With Tokiva, my friends and associates can call me on my regular number and the calls will get routed automatically to where I am.”

“Tokiva’s mission is to develop an open and scalable software platform that makes mobile communications universally accessible, useful, and affordable.” Tong Li said, “The rapid user adoption of Tokiva validates our vision, and we are excited to bring Tokiva as an open mobile communications

platform to global users”, Tong Li said, “We look forward to user feedback to make Tokiva a better service”.

About Tokiva Inc.

Founded in 2006, Tokiva is a privately held software company with a vision to create an open platform that makes mobile communication universally accessible, useful and affordable. Tokiva's mobile communications platform converges wireless voice and data traffic in one global IP network that connects with more than 200 mobile operators world-wide. Tokiva has more than half a million users and the user base is growing virally. Tokiva is headquartered in Toronto, Ontario, with Asia Pacific offices located in Beijing, China. For more information call (888) 886-5482 or visit www.tokiva.com.

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