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Tatango Announces Official Launch

Tatango, the Seattle-based SMS service firm, today announced its public launch. Tatango aims to revolutionize group communication, allowing any group the ability to send and receive group text messages for free from the web or their own mobile phone.

/24-7PressRelease/ - SEATTLE, WA, September 07, 2008 - Tatango, the Seattle-based SMS service firm, today announced its public launch. Tatango aims to revolutionize group text messaging, allowing any group the ability to send and receive group text messages for free from the web or their own mobile phone.

Groups can now ditch their slow, inefficient email lists and phone trees, for the convenience of mobile group communication. With the development of Tatango, any group can now collect, manage and mobile message all of their group members via SMS with ease.

According to a recent Gartner forecast, more than 2.3 trillion SMS text messages will be sent across major markets worldwide in 2008, up 19.6 percent from the 1.9 trillion in 2007.

"SMS has become the most popular form of communication, yet there has been no website that has made this technology easily accessible to groups. We've developed Tatango exclusively, to fill this demand." Said Derek Johnson, CEO and founder of Tatango. "Our mission at Tatango has always been to improve group communication through the use of mobile phones, with Tatango, we have achieved this.

Tatango, unlike its competitors, provides a group text messaging platform that caters to a wide variety of groups, ranging from small recreational athletic teams to large organizations and businesses. Tatango offers a completely intuitive feature set that allows any group to easily connect their circle of contacts, regardless of mobile device or carrier.

Since the private launch of Tatango in October 2007, Tatango has built a user base of over 500,000 users and has delivered over 25 million text messages to group members nationwide.

Tatango is available in the United States at <http://www.tatango.com>

About Tatango

Tatango, Inc., was founded in 2007 to connect groups through text messaging. Available for any mobile phone, Tatango makes group text messaging simple, free and efficient. Tatango is funded by the Bellingham Angel Group, with headquarters just outside of Seattle, WA. For more information, visit www.tatango.com.

1"Market Trends: Mobile Messaging, Worldwide, 2006-2011", December 2007, <http://www.gartner.com/it/page.jsp?id=565124>

Tatango allows you to take your group mobile. Connect with your group anytime, anywhere via text message. For further information log onto www.tatango.com to sign up for an exclusive beta invite, or check out our blog www.tatango.com/blog/