

Rummbles Acquires Global WiFi Community

London - 16th December, 2009 - Rummbles, the real-time social discovery service, today announced the acquisition of Total Hotspots, a UK based WiFi community.

The Total Hotspots WiFi-discovery app for iPhone is the most advanced of its type, not only telling you where the nearest paid and free hotspots are around the world, but also providing personalised recommendations for those venues. Rummbles and Total Hotspots partnered to launch an iPhone hotspot locator app in January 2009, utilising Rummbles's mobile platform and a rich database of global WiFi hotspots.

To celebrate the acquisition, Total Hotspots are reducing the iPhone App price from £2.99 to just £0.59 over Christmas. "WiFi provides a better mobile data experience and usage has increased by around 50% in 2009, with over a billion public connections. This acquisition brings our global WiFi database to all Rummbles users, along with an active community and partnerships." said Alex Housley, MD of Total Hotspots. "Rummbles are uniquely positioned in the social LBS market and are fortunate to be backed by a talented team that believe they can change the world."

Total Hotspots Managing Director Alex Housley will join Rummbles's founding team as VP Business, to help drive service development and key partnerships. Total Hotspots was created by Alex in 2004, while studying Business and Computing at City University, London. The tech-savvy entrepreneur has grown the business to profit, helping more than a million people find WiFi on the way.

Early stage start-ups acquiring other start-ups isn't particularly common, especially in Europe. "Alex has grown Total Hotspots from zero to profit and brings a multi-disciplined skillset to the Rummbles. We've been working closely with him the last months and as Rummbles grows his energy will make a very significant contribution to Rummbles going forward" said Andrew J Scott, Rummbles CEO and Founder "You can expect to see some fantastic new WiFi features and partnerships coming out of Rummbles during 2010".

About Rummbles

Rummbles makes it as easy to find people and places nearby you'll love. A real-time location based social search platform, Rummbles enables users to find personalised recommendations for a location very quickly. Instead of a traditional search, Rummbles uses an algorithm that creates a personal 'trust network' for each user by calculating who they trust for different types of content. Rummbles is built by a small but passionate team based in London, England. The award winning start-up was founded by serial entrepreneur Andrew J Scott and CTO Clive Cox. You can find more information on Rummbles's blog <http://blog.rummbles.com>, follow them on Twitter @Rummbles or email business@rummbles.com

About Total Hotspots

Total Hotspots is a London-based, hotspot directory service that has been tracking free and paid hotspot locations in over 100 countries since 2004 as well as enabling the community to quickly search and share their experiences via the web (<http://totalhotspots.com>) or while mobile. The global wirefree community combines regular updates from a number of leading international service providers, community projects and venue owners, with hotspots that have been recommended by the community. Customers include Microsoft, Yell and Glu Mobile

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