

**Yello Helps Friendster Reposition its Brand
New Identity for Original Social Networking Site**

Sydney, September 4, 2009: Yello, one of Australia's leading brand consultancies and part of STW Group, has been engaged by Friendster, the original social networking web site, after a three-way pitch to rejuvenate its brand.

Under the stewardship of Richard Kimber, former managing director of Google south Asia, Friendster is planning a global repositioning, with a new brand strategy and new visual identity created by Yello.

Friendster was first launched in 2003, inspiring MySpace, Facebook and countless other social networking sites to follow. Today it has over 100 million registered members and is a top 10 site in Asia.

Yello develops and designs brands as ideas, identities and experiences, and is part of STW Group, Australia's leading marketing content and communications services group.

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