



MeetMe® Surpasses One Million Daily Active Users in the United States

NEW HOPE, PA – September 17, 2012 – MeetMe, Inc. (MEET: NYSE MKT), the public market leader for social discovery, announces that on Sunday, September 16, MeetMe surpassed one million daily active users in the United States for the first time in its history.

“More than one million people from the United States logged in to MeetMe’s mobile apps and web site in a single day,” noted Geoff Cook, COO and President Consumer Internet. “It’s a significant milestone that demonstrates good momentum in US traffic since our rebrand to MeetMe in June. We look forward to continuing to grow our US traffic while also launching in multiple countries throughout the world.”

Last month, the company announced the launch of Spanish and Portuguese language options across platforms, marking the first step toward internationalization of the platform. The company, which receives more than 60% of its daily usage from mobile devices, has also launched its mobile applications on iPhone, Android, and iPad, as well as its web site, and expects to launch in half a dozen additional languages by the year's end.

“Reaching this milestone has been a team effort,” added Cook. “From our revenue team, on which so much of this growth depends, to our developers and talented QA teams, who are the soul of the company, to our safety team that reviews hundreds of thousands of pieces of content every day within minutes of being posted, MeetMe is executing on its mission of building the social gathering place for the mobile generation.”

Cautionary Note Concerning Forward-Looking Statements

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including statements regarding growth and momentum in US traffic, launching in multiple countries throughout the world and launching in half a dozen languages by year’s end. All statements other than statements of historical facts contained in this press release, including statements regarding our future financial position, liquidity, business strategy and plans and objectives of management for future operations, are forward-looking statements. The words “believe,” “may,” “estimate,” “continue,” “anticipate,” “intend,” “should,” “plan,” “could,” “target,” “potential,” “is likely,” “will,” “expect” and similar expressions, as they relate to us, are intended to identify forward-looking statements. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. Important factors that could cause actual results to differ from those in the forward-looking statements include the risk that unanticipated events which affect the internationalization of the platform, the willingness of Quepasa.com users to change to the MeetMe.com brand, unanticipated events which affect our mobile applications status on Google Play and in the Apple App Store, unanticipated events which affect our ability to execute our plan to add languages to our platform and the effectiveness of our mobile software on smartphones and tablets. Further information on our risk factors is contained in our filings with the SEC, including the Form 10-K for the year ended

December 31, 2011 filed on March 14, 2012. Any forward-looking statement made by us in this press release speaks only as of the date on which it is made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

About MeetMe, Inc.

MeetMe® is the leading social network for meeting new people in the US and the public market leader for social discovery (MEET: NYSE MKT). MeetMe makes meeting new people fun through social games and apps, monetized by both advertising and virtual currency. The MeetMe brand grew out of the merger of myYearbook and Quepasa in November 2011. With 60% of traffic coming from mobile, MeetMe is transforming how people discover one another in a mobile-first world. The company operates MeetMe.com, Quepasa.com, and MeetMe apps on [iPhone](#), [iPad](#), and [Android](#).

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