

Quepasa Corporation Announces Global Rebrand to MeetMe



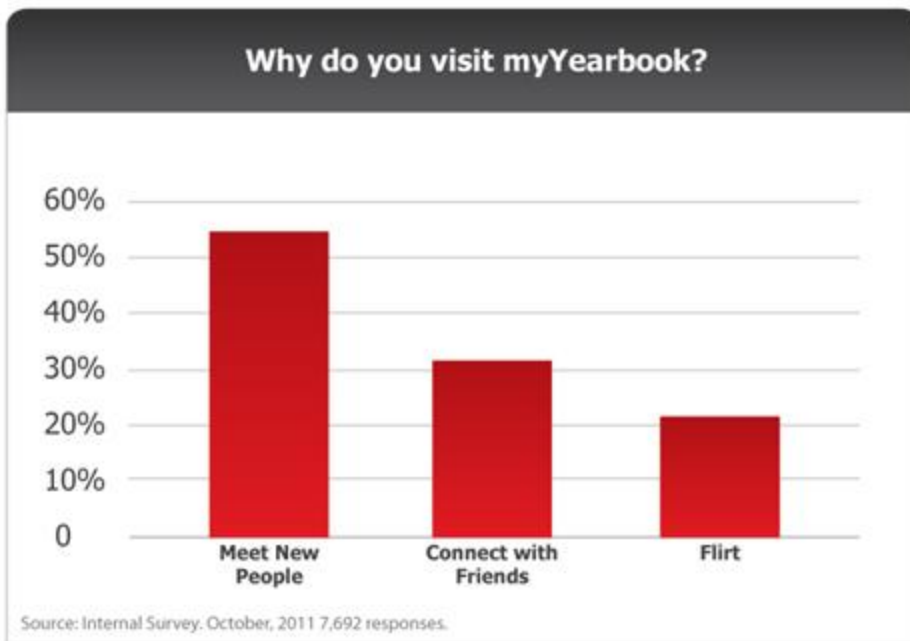
NYSE Amex: MEET (coming Summer 2012)

New Brand Reflects the Company's Positioning as the Public Market Leader in Social Discovery Ticker to Change to MEET Later This Year

NEW HOPE, PA – April 3, 2012 – Quepasa Corporation (QPSA: NYSE Amex), the public market leader for social discovery and owner of North-American platform [myYearbook](#) and Latin-American platform [Quepasa](#), today announced that the company and its affiliated brands are being consolidated and rebranded as MeetMe, establishing the company as the global social networking brand for meeting new people. The company will be rolling out the new name across all platforms later this year, beginning with myYearbook in July.

"MeetMe reflects the company's mission – to build the leading social network for meeting new people – and underscores what our members across the Americas already expect each time they log in," said John Abbott, CEO of Quepasa Corporation. "With MeetMe, we look forward to bringing the highly engaging mobile and web products that myYearbook created to a global audience. MeetMe is the natural next step in our effort to align the long-established mission of the company with the outward facing brand: to build a platform synonymous with meeting new people throughout the world."

The company underwent a careful vetting process in selecting the new name, reviewing more than 1,000 candidate names and winnowing down the field through tens of thousands of surveys to users and non-users in more than a dozen countries. Among non-users, the MeetMe name was found to connote "meeting new people" and "friendship" – the #1 and #2 reasons users of Quepasa and myYearbook use each service, as the attached chart demonstrates.



“We are excited to seize upon our great momentum in mobile, our strong monetization, and our global footprint to drive growth and long-term shareholder value,” noted Geoff Cook, COO of Quepasa Corporation. “With MeetMe, we intend to realize our vision of a global brand for meeting new people. We will then combine the myYearbook and Quepasa user base into a single web and mobile platform and accelerate growth in Latin-America through strong mobile products. Over the course of time, we expect our usage pattern will be predominantly international, like other

leading social services, as we work to internationalize the platform into half a dozen languages by the end of the year.”

“The MeetMe service will be a renaming of the myYearbook platform. This is consistent with the strategy articulated at the time of the Quepasa-myYearbook merger, as the myYearbook platform is more evolved from the standpoint of both engagement and monetization,” continued Cook. “At the time of the rebrand, the only thing changing is the name and logo. To our advertisers, MeetMe offers the same highly desirable audience, only larger, and the same advertising products delivering dramatic engagement and share of voice.”

Along with renaming the platform, the company will adopt a new logo. The new logo was chosen for its simplicity and timelessness, as well as for indicating “fun” and “friendly” – two of the main attributes of the current myYearbook and Quepasa brands. The new logo also contains a “smiley” face. Since inception in 2005, myYearbook’s logo has included a smiley face. The company chose to continue the smiley as a friendly symbol of the brand’s evolution throughout the years.

The company’s rebranding is founded on its long-term stake in global social discovery. The combined properties of Quepasa and myYearbook will establish MeetMe as the largest social network for meeting new people in the US. On the web, the company has one of the largest sites in the US, ranking in the top 40 most trafficked sites in the US by page views, according to comScore. For the myYearbook platform in particular, 2011 was a milestone year with active users up more than 40%, new registrations up more than 100%, visits up more than 75%, and page views up more than 100% in Q4 vs. the prior year.

To learn more about the coming rebrand, please visit www.meetme.com or follow the company on Twitter: @meetme.

Rebrand Conference Call

Quepasa will hold a conference call and webcast today at 10:00 am ET to discuss the rebranding. Listeners may access the conference call live through the following numbers:

Date: Tuesday, April 3, 2012

Time: 10:00 a.m. ET (7:00 a.m. PT)

Toll-Free Dial-In Number: 1-877-941-1427

Toll/International: 1-480-629-9664

Webcast Link: <https://viavid.webcasts.com/starthere.jsp?ei=1004495>

Please dial-in at least 5-10 minutes prior to the start time. You will be asked to register your name and organization. If you have any difficulty connecting with the call, please contact VP of Capital Markets and Investor Relations, Brian Harvey at 310-801-1719. A replay of the call will be available for one year at the Investors section of Quepasa’s corporate site, www.quepasacorp.com.

About Quepasa Corporation

Quepasa Corporation (QPSA: NYSE Amex) is the public market leader for social discovery and owner of North-American platform [myYearbook](http://myYearbook.com) and Latin-American platform [Quepasa](http://Quepasa.com). The company is currently consolidating its properties and branding to MeetMe, which will be completed

later this year. The company makes meeting people fun through social games and apps, monetized through both advertising and virtual currency. In addition to Quepasa and myYearbook, the Company operates Quepasa Games, a cross-platform social game development studio. Quepasa has strong reach throughout the world, with a concentration across North and South America. Quepasa is headquartered in New Hope, Pennsylvania. For more information about the Company, go to www.quepasacorp.com, or join for free at www.Quepasa.com, www.myYearbook.com, or via the myYearbook app on [iPhone](#), [iPad](#), and [Android](#).

Cautionary Note Regarding Forward Looking Statements

This press release contains forward-looking statements including our momentum in mobile, driving growth and long-term shareholder value, our vision of a global brand for meeting new people, accelerating our growth in Latin America, expectations regarding our usage pattern, expected internationalization of our platform, and the anticipated monetization and growth in new markets from the internationalization of our platform. Forward-looking statements can be identified by words such as “anticipates,” “intends,” “plans,” “seeks,” “believes,” “estimates,” “expects” and similar references to future periods.

Forward-looking statements are based on our current expectations and assumptions regarding our business, the economy and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Our actual results may differ materially from those contemplated by the forward-looking statements. We caution you therefore against relying on any of these forward-looking statements. They are neither statements of historical fact nor guarantees or assurances of future performance. Important factors that could cause actual results to differ materially from those in the forward-looking statements include issues that affect the functionality of our mobile application with popular mobile operating systems, any changes in such operating systems that degrade our mobile application’s functionality and other unexpected issues which could adversely affect usage on mobile devices, the willingness of our users to purchase virtual credits on their mobile devices, acceptance of our new brand in Latin America and globally.

Further information on the company’s risk factors is contained in its filings with the Securities and Exchange Commission, including the Form 10-K for the year-ended December 31, 2011 filed on March 14, 2012. Any forward-looking statement made by the company in this press release speaks only as of the date on which it is made. Factors or events that could cause actual results to differ may emerge from time to time, and it is not possible to predict all of them. The company undertakes 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.

Contact:

Robin Shallow
EVP Communications & Public Relations
Quepasa Corporation

(215) 862-1162 x230

robin@myyearbook.com

Media Inquiries:

Tammy Chan

Atomic PR for Quepasa Corporation

(212) 699-3646

tammy@atomicpr.com

Investor Contact:

E. Brian Harvey

Vice President of Capital Markets and Investor Relations

Quepasa Corporation

(310) 801-1719

brian.harvey@quepasacorp.com

Follow us on [StockTwits](#) or [Twitter](#) at QuepasaCorp