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FunMobility Launches MyShow™ -- Industry's First User-Generated Mobile Slideshow Application

LAS VEGAS, NV--(Marketwire - March 31, 2008) - Live from the largest wireless show in the world, CTIA WIRELESS 2008, FunMobility announced the launch of MyShow™ -- the industry's first user-generated mobile slideshow publishing application.

"MyShow transforms every mobile user into a social media publisher with a few easy clicks," said FunMobility CEO Adam Lavine. "MyShow reinforces FunMobility's leadership in the mobile user-generated content space, letting people share their lives anytime, anywhere."

According to M:Metrics, the two major barriers to camera phone use are difficulties in "getting pictures off the camera phone" and cost. With more carriers introducing flat-rate pricing plans, and handsets with richer capabilities, mobile data usage depends on the end user experience, and rich-media publishing applications like MyShow.

"MyShow is about expressing yourself wherever you are. As a new father, I can use MyShow to share my baby's first steps instantly with my family all over the world. I can assemble a slideshow from my phone with mobile photos, send it to my family, and embed it into my favorite social networks on the web using a widget. MyShow is a seamless bridge between the web and mobile worlds where we live in today," said Skot Leach, FunMobility's Vice President of Products.

MyShow provides end-to-end integration between the mobile device and the web, allowing users to browse, create, and share their social "life stream" from anywhere, at any time. MyShow includes the ability to automatically compose slideshows around pictures stored in camera phones. Mobile users can also personalize their slideshows with text and background music. With the MyShow companion website, users can upload photos to create slideshows right from their computer. Web users can embed the companion MyShow widget and broadcast their slideshows on their favorite social networks such as Facebook or MySpace. Users can also rate and comment on slideshows created by other users.

MyShow on mobile and web is scheduled to debut on the first U.S. carrier by April 30, 2008.

About FunMobility Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique, integrated mobile entertainment experience through best-in-class mobile multimedia applications that enable consumers to connect and express themselves through mobile photos, videos, music, graphics and slideshows. FunMobility distributes their applications through every North American carrier as well as direct to consumers through FunMo.com. FunMobility builds America's largest mobile content community through some of the wireless industry's most popular applications including Wallpaper Universe™, America's Best Mobile Pix™, aFLIX: Share ur Vids, MyShow, Ringtones Universe™, TrueTones Universe™, FunGirl D1SH™, Chick Talk™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™.

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