

SOURCE: FunMobility, Inc.



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FunMobility Exceeds Donation Goal by 66% for Its Breast Cancer Awareness Mobile Social Giving Campaign First Social Giving Cause Gets Overwhelming Response From the FunMobility Community

PLEASANTON, CA--(Marketwire - November 9, 2007) - FunMobility today announced that its first Mobile Social Giving program that ran in October exceeded its goals by 66%. During the short campaign the FunMobility Community downloaded over 6,000 mobile wallpapers and generated gross sales in excess of \$16,000. FunMobility created a suite of custom-made mobile wallpapers that were featured and sold within their leading wallpaper applications: Wallpaper Universe™ and FunGirl™ as well as several other FunMobility distribution channels. 50% of the net sales will be donated to The Breast Cancer Research foundation and to give something back to its members who participated, FunMobility created FREE desktop wallpapers for 3 of the designs.

FunMobility's November Mobile Social Giving Campaign launched earlier this week and supports AIDS Research and the recognition of World AIDS Day on December 1st. Over 20 graphics have been created to support this cause and details around this promotion and the free desktop wallpaper downloads can be seen at www.wallpaperuniverse.com.

"We expect our November campaign supporting AIDS research and our December campaign supporting Holiday Toys for needy children to significantly surpass the momentum we have already created with our Breast Cancer Awareness campaign. Additionally, we want to thank all of our carrier partners that helped us to promote and support this cause," said Adam Lavine, FunMobility CEO.

FunMobility is committed to giving something back to its communities and customers. Its sizable reach enables the millions of customers that touch its services each month to actively participate in meaningful ways to help their friends and their community all through the FunMobility network.

About FunMobility, Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique mobile entertainment experience with photo-sharing, wallpaper, ringtone and content applications that enable creativity, personalization, and community-building for consumers. FunMobility's technologies provide simplified, flexible development and deployment solutions and services for carriers. FunMobility's FLEX Mobile Application Platform is a highly scalable, modular solution that can be used as a stand-alone development platform or integrate seamlessly into a wireless carrier's existing services and infrastructure to decrease development and deployment times and speed time to market. FunMobility provides carriers with some of the industry's most popular mobile applications including: Wallpaper Universe™, America's Best Mobile Pix™, Ringtones Universe™, TrueTones Universe™, FunGirl DISH™, Chick Talk™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™. FunMobility's mobile applications and services are distributed through all major U.S. wireless carriers.

Highlighted Links

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