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FunMobility Announces aFlix™ -- The Mobile Industry's First on Deck Interactive User-Generated Video Sharing Service Upload, Share, View and Rate User-Generated Mobile Videos From Your Phone

SAN FRANCISCO, CA--(Marketwire - October 23, 2007) - CTIA Wireless -- Now anyone can be a mobile movie star, director or both, and instantly share their mobile videos with millions of potential fans. FunMobility formally announced the recent launch of America's Best Mobile Flix™ (aFLIX) -- the first interactive video sharing service and mobile social network. aFLIX runs best on a wireless broadband network creating an interactive mobile social networking experience and a powerful distribution channel for customers. "FunMobility's aFLIX application represents a significant accomplishment as carriers continue searching for ways to distinguish themselves through unique service offerings," said William Ho, senior analyst at Current Analysis. "The ability to capture user generated content such as videos via a mobile phone and share it with other mobile phone users will become a major source of differentiation as competition in the data space continues to increase."

Highlighted Links
FunMobility.com
aFlix Demo

FunMobility makes it easy for aFLIX customers with phones with video capabilities to share their mobile videos as life happens. Customers can upload videos into categories such as Comedy, Kids Vids, Crazy Pets, Sports Hijinks and many more, or create a profile with their videos and share public or private messages with other members. Customers can also review, comment, rate and share every video on aFLIX right from their mobile phone. Videos with higher ratings are featured in a special "best videos" category every month, and customers are automatically presented with the highest-rated video they have not yet seen when they open the aFLIX application on their phones.

"aFLIX is the next-generation of instant video sharing. It's like a mobile YouTube, but even easier, because with your phone you just point, click, share and your video can be seen by millions of people. You can do it anytime and immediately see the impact of your mobile video," said FunMobility Chief Executive Officer, Adam Lavine. "We're pleased to offer this service and extend FunMobility's mobile media community technology to a whole new dimension." aFLIX follows on the heels of the popular aPIX™ (America's Best Mobile Pix™) service currently available and used by over 1 million unique customers that have shared over tens of thousands of pictures each month. Innovative services such as aPIX and aFLIX capture today's fast growing trend of mobile photo and video sharing and allow the millions of customers with video phones an exciting way to share their life as it happens on video. In addition, aFLIX's unique "Video Ticker" feature keeps content fresh by displaying the latest and most popular videos right on users' mobile devices. Thumbnails are continuously updated, and scroll across the screen while subscribers browse video categories. Users can pause and resume the ticker at any time, or jump directly to a video that piques their interest.

The FunMobility aFLIX service will run alongside its existing America's Best Mobile Pix application (aPix), FunMobility's popular photo sharing service that generates over 20 million mobile impression votes per month. aFLIX continues to launch on numerous carriers this month and pricing is in the \$4.99 per month range.

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.

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