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FunMobility to Raise \$50,000 Annually for Social Giving Beginning With Breast Cancer Research

FunMobility Announces a "Mobile Social Giving" Program to Give Back to Our Communities Through Mobile Content Purchases

PLEASANTON, CA--(Marketwire - October 18, 2007) - FunMobility today announced that it plans to raise and donate \$50,000 annually as part of a new Mobile Social Giving program that launched this week. The first cause that will be integrated into this program is Breast Cancer Research. FunMobility has created a suite of custom made mobile wallpapers that will be featured and sold within their leading wallpaper applications: Wallpaper Universe™ and FunGirl™. 50% of the revenue from these sales will be donated to The Breast Cancer Research foundation. To give something back to its members who participate, FunMobility has created 3 of these designs as desktop wallpapers that are FREE for anyone to download. Details around this promotion and the free downloads can be seen at www.wallpaperuniverse.com.

Highlighted Links

[Wallpaper Universe](#)

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FunMobility plans to support and raise money for a different cause each month such as World AIDS Day, Daffodil Day for Cancer, National Heart Month and Clean Air Month. "We are very excited to launch this important company initiative and to be able to give something substantial back to our communities. FunMobility's sizable reach enables the millions of customers that touch our services each month to actively participate in meaningful ways to help their friends and peers," said Adam Lavine, FunMobility CEO.

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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