

SOURCE: FunMobility, Inc.



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## FunMobility & RockYou Partnership Enables Users to Instantly Create Mobile Wallpapers and Access FunMobility's Leading Mobile Social Network

### Partnership Kicks Off With APIX Contest "RockYou, Me and My Crib" Encouraging Users to Vote and Enter Their Favorite Pictures for a Chance to Win a \$10,000 Grand Prize

PLEASANTON, CA and SAN MATEO, CA--(Marketwire - October 11, 2007) - FunMobility today announced a partnership that gives all RockYou, the largest widget and application developer on the web, users the ability to instantly turn any RockYou slide or photo into a customized mobile wallpaper. Additionally, RockYou users can join and participate in FunMobility's leading mobile social network America's Best Mobile Pix™ (aPIX) through their RockYou.com account. Members will be able to enter their pix into contests such as Hottest Girl, Hottest Guy and Coolest Ride and rate, vote, share and private message other aPIX members on any major U.S. carrier through their mobile phone or at [www.myapix.com](http://www.myapix.com). To kick off the partnership, RockYou is co-sponsoring a contest in aPIX called "RockYou- Me and My Crib," where customers will enter in photos of themselves in their stylish, decorated dorm room or home. To encourage participation, FunMobility is providing a \$10,000 aPIX grand prize for the month of October.

#### Highlighted Links

[MyApix.com](http://MyApix.com)
[RockYou.com](http://RockYou.com)

"We are very excited to be able to further extend the RockYou brand by offering a great mobile complement to RockYou's suite of products. Our state-of-the-art wallpaper production engine reaching over 500 serviceable handsets will instantly provide high-quality mobile wallpapers to all RockYou customers," said Adam Lavine, FunMobility CEO. "The millions of consumers who use RockYou every day will now be able to easily extend their RockYou content to their mobile phones."

"FunMobility's mobile wallpaper technology and the aPIX mobile social network provide additional innovative ways that our users can personalize on the go, with any wireless device," said Lance Tokuda, CEO of RockYou. "RockYou strives to create exciting custom features for all of our users; we look forward to working with FunMobility to offer even more modification opportunities for our users."

Partnerships such as these allow content and mobile market leaders to successfully cross-pollinate products and services into each other's active customer bases, in profitable and meaningful ways that add value for customers.

#### 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.

#### About RockYou

RockYou is a leading provider of applications and widgets on the web. RockYou widgets include photo slideshows, glitter text, customized Facebook applications and voicemail accessories that are simple to use and enable people to frequently refresh their online style. Founded in 2006, RockYou has over 35 million users, serving over 150 million widget views per day in more than 200 countries. RockYou applications are customized for easy integration across all social networks including Facebook, MySpace, Bebo, Friendster, Tagged and hi5. RockYou's cost-effective, results-focused advertising platform is the largest Ad Network on Facebook and the most dynamic method for rapidly acquiring Facebook application users. New applications can reach over 100k users in 24 hours, spanning a suite of applications across multiple publishing partners. Headquartered in San Mateo, California, RockYou is funded by [Sequoia Capital](#), [Partech International](#) and [Lightspeed Venture Partners](#). For more information, please visit <http://rockyou.com/corp/about.php>

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