

## **New Mobile Wallpapers Launch along with Popular Anime Series**

*A new collection of images from The Melancholy of Haruhi Suzumiya is added to the graphics download service.*

**Pleasanton and Los Angeles, Calif - September 04, 2007** - FunMobility, one of the top wireless entertainment providers in North America, and Wowmax Media, and, Kadokawa Shoten Publishing Co., Ltd in Japan, have launched a new collection of images from the popular anime series, The Melancholy of Haruhi Suzumiya.

This month marks the first anniversary of the "Anime Newtype" service, and corresponds with the release of the next DVD, The Melancholy of Haruhi Suzumiya, volume 3. Sixteen new wallpaper images, including seven characters such as Mikuru, Yuki and Haruhi herself will be available on Wallpaper Universe™. More details about getting the service can be found at <http://wowmaxmedia.com/animenewtype>.

"We expect many anime fans from all over North America to access our leading Wallpaper Universe™ application specifically for this title," says FunMobility, CEO Adam Lavine. "We're pleased to continue bringing images from hot new anime titles to fans in North America, through Anime Newtype," says Wowmax Media representative, Masaki Kaifu.

About "the Melancholy of Haruhi Suzumiya"

This is the usual story of a high school girl, who creates a club so that she can meet and hang out with aliens, time travelers and espers.

This show gained popularity in both Japan and now in the USA, and was first available on DVD in North America, May 2007, released by Bandai Entertainment.

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### **About Anime Newtype:**

"Newtype" is currently the leading animation and manga magazine in Japan and well known for its high quality images from top contemporary anime and manga properties. In the USA, licensed and published in English as NewtypeUSA, the magazine boasts a powerful brand and an exceptionally loyal fan base.

"Anime Newtype" launched September 12, 2006 when FunMobility, Kadokawa Shoten Publishing Co., Ltd and Wowmax Media! executed a deal to license anime and manga images. Some of the most popular titles on the Japanese "Mobile Newtype" service Neon Genesis Evangelion and Sergeant Frog are

included in the North American service, "Anime Newtype" as well.<http://wowmaxmedia.com/animenewtype>

**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.

Press Contact Information -

FunMobility  
Aimen Minhas  
925-598-9700 x324  
[aminhas@funmobility.com](mailto:aminhas@funmobility.com)

Wowmax Media!  
Masami Tokunaga  
Phone: 310-328-4782  
[masami.tokunaga@wowmaxmedia.com](mailto:masami.tokunaga@wowmaxmedia.com)