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FunMobility Launches MyAPIX.com, a Companion Site for America's #1 Mobile Photo Sharing Community

New Website Enables APIX Users to Easily Import Pictures From Web or Desktop to Mobile and Share, Rate, Tag and Win Prizes

PLEASANTON, CA--(Marketwire - June 20, 2007) - FunMobility, a leading provider of innovative wireless community and media services, announced today the launch of MyAPIX.com, a companion website for its America's Best Mobile Pix (APIX) mobile community application. The new companion website further cements FunMobility's leadership position in the mobile media community, allowing the highly active APIX user base to extend its interaction to the Web.

Introduced in early 2005, APIX was the first cross-carrier mobile social networking application. APIX is now available on all U.S. mobile carriers. The new website lets members easily import photos from web or desktop into their APIX mobile application where they can share and socialize the photo with others.

"There are over 20 million interactions between APIX members every month," said Adam Lavine, CEO of FunMobility. "With the addition of MyAPIX.com, we expect that number to jump significantly as our users become increasingly engaged in the community. We see the addition of MyAPIX.com as an important move in our continued efforts to provide the best mobile and online experience to our subscribers."

MyAPIX.com is exclusively available to active members of America's Best Mobile Pix and can be found at www.MyAPIX.com.

About FunMobility, Inc.

FunMobility delivers a unique mobile entertainment experience by providing applications and services that enable creativity, personalization, and community-building. FunMobility's FLEX Mobile Application Platform is comprised of interchangeable modules featuring content, applications, and services supported by proprietary implementation technology. These modules can be deployed as a complete solution, or as stand-alone components that work within a carrier's existing mobile services offering, providing carriers with unparalleled flexibility, greater reliability, and faster time-to-market. FunMobility provides carriers with some of the industry's most popular and successful mobile applications, including Wallpaper Universe™, America's Best Mobile Pix™, Ringtones Universe™, TrueTones Universe™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™. FunMobility's mobile applications and services are distributed through major carriers across the globe, including, Verizon Wireless, Alltel, Sprint PCS, U.S. Cellular, Cingular Wireless, and many others. FunMobility has achieved an industry reputation for creativity, innovation and reliability, and is considered one of the industry's most unique wireless entertainment companies

Highlighted Links

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