

FunMobility Plays Mobile Matchmaker With Introduction of Flirt Pix, the First 'Photo Flirting' Application for Mobile Devices and Communities.

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New, Innovative Feature Allows Users to Safely Meet Other Hotties, Visually 'Send Some Love' Directly from Their Cell Phones; Service Available in Q2 2007 for \$3.99 Per Month

ORLANDO, Fla., (CTIA Wireless), March 28 /PRNewswire/ -- FunMobility, a leading mobile entertainment, community and lifestyle company, today announced the introduction of Flirt Pix, the first cross-carrier, "photo flirting" application that allows users to view other members' photos, and safely and anonymously exchange visual messages with those they find attractive.

Text-only mobile flirting has long generated big profits for mobile carriers. FunMobility's Flirt Pix marks the first time a company has offered a mobile flirting service that takes advantage of the millions of camera phones in the North American market. Flirt Pix, which leverages the successful cross-carrier photo-sharing technology of FunMobility's popular America's Best Mobile Pix!(TM) platform, will be available on nationwide carriers in the second quarter of 2007.

When Flirt Pix users launch the application, they can immediately browse photos of others, regardless of carrier, within playful categories such as "sexy people," "boyfriend material," "looking for love," "check me out" and others. Photos can then be tagged as either "hot" or "skip." Users can also view others' profile pages, which can include such interesting information as personal interests, age, zodiac sign, and additional pictures, and even send flirty mobile "winks" to their objects of desire. Wink recipients can then review the photos and profiles of the senders, and, if sparks fly, send playful responses.

"America's Best Mobile Pix! has done well with consumers, and now Flirt Pix capitalizes on that successful platform to offer an innovative, new application that should hit the mark with young mobile users," said Julien Blin, wireless analyst at IDC Research. "FunMobility has gained traction identifying and meeting the wants of today's young mobile generation, and Flirt Pix appears to be yet another successful example of the company's market insight."

As with America's Best Mobile Pix!, a high level of user security is included with Flirt Pix. Users can ignore or block other users at any time, and FunMobility's carrier-grade filtering technology and manual reviews processes remove inappropriate language, images, and contact information. Because each Flirt Pix user has a unique ID, all subscribers can easily be identified, and denied access if necessary.

"Flirt Pix lets people use their camera phones in an exciting, fun and safe environment, anytime, anywhere," said FunMobility CEO Adam Lavine. "Text-based flirting has been a huge revenue driver for many companies for some time, but we are taking it to a whole new visual level with Flirt Pix. Flirt Pix is another great illustration of FunMobility's commitment to developing fun, mobile technology with strong consumer appeal."

Flirt Pix is available via most carriers for a flat monthly fee of \$3.99, which includes all sent and received messages. For more information, visit <http://www.funmobility.com/>.

About FunMobility, Inc.

FunMobility delivers a unique mobile entertainment experience through mobile applications and services that enable creativity, personalization, and community-building. FunMobility provides carriers with the industry's most popular, successful and fun mobile lifestyle applications, including Wallpaper Universe(TM), America's Best Mobile Pix(TM), Ringtones Universe(TM), TrueTones Universe(TM), Mobile Comics Network(TM), Personalized Wallpaper(TM), MyScreenz(TM), MyTonz(TM), Christian Tones, RockTones, and FunMobility Animated Greetings(TM). FunMobility's mobile applications and services are distributed across major carriers around the globe. For more information, visit us at <http://www.funmobility.com/>.

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