

FunMobility Introduces America's Best Mobile Flix!, the First Community-Based Video-Sharing Service for Mobile Devices.

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Revolutionary New Service Brings User-Generated Video to Wireless for the First Time; America's Best Mobile Flix! Available in Q2 2007

ORLANDO, Fla., March 27 /PRNewswire/ -- CTIA Wireless -- FunMobility, a leading mobile entertainment, community, and lifestyle company, today announced the introduction of the first community-based, video-sharing service, America's Best Mobile Flix! (AFLIX), specifically developed for mobile users. By allowing consumers to quickly and easily shoot, submit, or watch videos generated by other members, all from their cell phones, AFLIX combines the phenomenon of social networking with the increasing popularity of video sharing to create an extensive community of subscribers with a shared interest in mobile user-created video content. The service launches across multiple carriers in the second quarter 2007.

"With the explosion of YouTube, Revver, and similar online destinations, wireless video sharing has massive mainstream potential, and it represents a perfect fit for today's young generation whose cell phones are integral parts of their lifestyles," said Julien Blin, wireless analyst at IDC Research. "Following the success of its America's Best Mobile Pix! service, FunMobility has introduced a mobile video-sharing service that is easy to use, and instantaneous to enjoy. With AFLIX, the company is well positioned to capitalize on this consumer demand, and may lead the way for the next generation of video sharing."

With the increased popularity and sell-through of cell phones with video capabilities, users can now shoot video anytime and anyplace, allowing them to capture spontaneous moments and memorable events. AFLIX subscribers can upload and share their videos in seconds simply by pointing and clicking, and without being tied to a personal computer or laptop. Unlike traditional online video sharing sites, users will see real-time, viral impact within hours of shooting and posting their videos because of the close-knit community represented by AFLIX.

AFLIX enables users to classify their videos in constantly-changing, sponsored contest categories, such as "Celebrity Sightings," "Crazy Kids," "Sexiest Babes," and "Best Crashes." Videos can also be included in individual personal profiles, along with photos and other individual information. The service also gives subscribers the opportunity to review, comment on, and rate every video on AFLIX, right from their phones. Videos with the highest ratings will be featured in a special "best videos" category every day.

"AFLIX marks the biggest product launch in FunMobility's history," said Adam Lavine, CEO of FunMobility. "For the first time, the most compelling elements of Web 2.0 will be placed right in the palms of consumers' hands, allowing them to communicate and share with each other easily, frequently, and visually. We are excited to build upon the success of America's Best Mobile Pix!, and engage millions of mobile subscribers with this killer app."

In addition, AFLIX's unique "Video Ticker" feature keeps content fresh by displaying the latest and most popular videos right on users' mobile devices. Thumbnails are continuously updated, and scroll across the screen while subscribers browse video categories. Users can pause and resume the ticker at any time, or jump directly to a video that piques their interest. AFLIX also offers simple, distinctive video search capabilities, which allow users to tag videos of interest, or browse content by category, user profile, description, or location.

AFLIX will be available via most carriers for a flat monthly fee of \$4.99, 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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