

FunMobility Launches Ringtones in Five Flavors, Offers Popular Genres to Meet Mobile Consumer Demand.

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Segmentation Strategy Demonstrates Momentum for Targeted Mobile Music Sales

PLEASANTON, Calif., March 6 /PRNewswire/ -- FunMobility, a leading mobile entertainment, community and lifestyle company, has launched ringtones in five flavors, a market segmentation strategy for mobile media that successfully targets millions of mobile users by music genre. As part of this launch, FunMobility RockTones, RetroTones, LatinTones, ChickTones and Christian Tones are rolling out nationwide across multiple wireless carriers and devices.

Today's digital and retail music sales show Rock and Christian music as two of the best selling genres and with FunMobility's multiple flavors, there's now a personalized music category for every music lover. With this market segmentation strategy, FunMobility helps its carrier and content partners target consumers more effectively, offering mobile users what they want, when and where they want it without having to sift through databases of media. This strategy enables carriers to deliver unique, personalized musical entertainment to their customers to drive revenue and data ARPU, and improve the user experience.

"Today, searching for ringtones on the cell phone can be frustrating and time consuming for most consumers because of the many clicks involved in the search process and the lack of original content. Most carriers' decks are limited in terms of what content is discoverable, by allowing customers to only search content by genre or for the newest, hottest or 10 most popular ringtones," said Julien Blin, Wireless Analyst at IDC Research. "As the U.S. ringtones market continues to grow, FunMobility makes it easier to find and download such content, while providing compelling and original content and improving the user experience -- making it a win-win for all parties."

IDC forecasts that the total volume of ringtone sales will approach the 1 billion mark by 2010, and that by 2010, more than a third of all U.S. wireless subscribers and customers will purchase at least one ringtone.

"Mobile music is a vibrant market with a highly segmented, thriving customer base that demands personalization," said FunMobility CEO Adam Lavine. "Our deep understanding of mobile consumer buying behavior and ability to deliver cross-carrier personalized services to mobile users helps drive innovation and growth across the mobile entertainment sector. We're currently in an amazing position to help media companies and wireless carriers delivery highly targeted, compelling media to millions of subscribers nationwide as we continue to focus our efforts on building highly interactive mobile communities that fuel growth for mobile media."

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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