

FunMobility to Deliver Industry-Leading 'Christian Tones' Application Featuring EMI Christian Music Group Artists.

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New Mobile Storefront Features in FunMobility's Universe 5 (U5) Platform Allow Enhanced Artist Showcase and Promotions

PLEASANTON, Calif., March 6 /PRNewswire/ -- FunMobility and EMI Christian Music Group (CMG) today announced a new mobile application that will enable EMI CMG to create, promote, showcase, and distribute ringtones from their industry-leading catalog of Christian artists. Christian music market share leader EMI CMG will showcase its artists' ringtones on FunMobility's wireless network, which covers more than 95% of the 215 million U.S. subscriber base.

"Christian Music is a vibrant segment with a passionate, active customer base," said FunMobility CEO Adam Lavine. "Our integrated content and community mobile technology can help EMI CMG reach music fans in an environment that's familiar and comfortable for them, which should help grow our subscriber base while exposing EMI CMG artists to music fans on the go."

Christian music accounted for 45 million unit sales in 2006. Overall, spending on Christian goods exceeds \$4.2 billion in North America. Some of the most well-known Christian artists are part of the EMI CMG family including Chris Tomlin, Jeremy Camp, Smokie Norful, tobyMac, Steven Curtis Chapman, Audio Adrenaline, Newsboys and dcTalk.

"FunMobility realized early on that Christian music fans are interested in having a richer, more engaging mobile experience," said Bill Hearn, President and CEO, EMI CMG. "Their community-focused mobile technology makes Christian Tones a unique destination and experience for Christian music fans. We look forward to continuing our work with FunMobility to promote this exciting application while showcasing our artists' amazing music."

The collaboration between FunMobility and EMI CMG represents a growing trend towards mobile applications targeted at specific demographics or market segments.

FunMobility has launched several successful targeted applications including RockTones, FunGirl and RetroTones, among others.

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/>.

About EMI Christian Music Group

Established in 1994, EMI CMG is the world's largest Christian music organization and includes EMI CMG Distribution and EMI CMG Publishing in addition to EMI CMG Label Group. It is part of EMI Music North America which is a part of EMI Group. For further information, please visit <http://www.emicmg.com/>.

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