

## FunMobility Ranks America's Top Five Media.

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Company Tracks Billboard Style Rankings of Lifestyle Media Based on Mobile User Generated Comments and Votes

PLEASANTON, Calif., Feb. 28 /PRNewswire/ -- Demand for quality media is at an all-time high and starting today, FunMobility will be tracking the most popular media in the country, judged by millions of mobile users nationwide. This billboard-style ranking will be featured each month on FunMobility's Website at: <http://funmobility.com/Top5.html>.

In just the last six weeks, FunMobility reported more than six million votes for popular media including: movies, music, TV shows and games.

Why rank media?

As the motivation behind media purchases moves away from traditional advertising and marketing and towards social networking, it's becoming more evident that peer feedback and comments are extremely influential and valuable for moving media off the shelf. The next-generation buyer: teens and young adults who trust advice from friends and peers more than ads, businesses or the government, are a significant buying community who choose to use their mobile devices to access quick advice from their FunMobility's APIX communities when making buying decisions at the retail point of sale.

The Top 5 FunMobility Media Rankings showcase the most discussed, most often ranked and most popular media across millions of mobile users in North America.

WHO: FunMobility

WHEN: Today

WHERE: <http://funmobility.com/Top5.html>

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