

FunMobility's Mobile RateIt Service Generates Over 6 Million Reviews of Today's Top Entertainment in Just 6 Weeks.

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Consumers adopt the RateIt system to help fellow mobile community members make educated buying decisions on the fly about popular movies, music, games and TV shows

PLEASANTON, Calif., Feb. 13 /PRNewswire/ -- FunMobility, a leading mobile entertainment, community and lifestyle company, has reached a significant milestone for the "Rate It" feature in its America's Best Mobile Pix ("APIX") product, which allows community members to comment on and rate new movie releases, record albums, TV shows and video games. In just six weeks, more than six million comments and ratings have been posted for movies, music and TV shows in FunMobility's APIX community.

FunMobility has a distinct advantage over other mobile communities because APIX is the first and only mobile social networking service to work across all carriers and mobile phones. This reach minimizes "mobile isolation," an issue that affects mobile social networks that reach only a small network of subscribers.

"The APIX mobile community is all about sharing experiences," said Adam Lavine, FunMobility CEO. "Our members -- commonly known as "Generation Wireless" -- are responding positively to the rating service and using the information to better understand how their peers rate entertainment choices and to make more informed purchases. This demographic is very accustomed to maximizing their phones' functionality throughout the day and we are committed to providing new ways for our members to interact in fun ways."

Using the RateIt feature, consumers can assign ratings of 1 to 5 stars for new movies, games, TV shows and music. After each rating, APIX members see the total number of votes and the collective rating the community has given the content. Registered members can also type in reviews on their mobile devices, which can be instantly viewed by the rest of the community.

America's Best Mobile Pix (APIX) is available on most major U.S. carriers including Verizon Wireless, Sprint PCS, Alltel, U.S. Cellular, Cingular Wireless, Dobson Wireless, Cricket Communications, Midwest Wireless, Western Wireless, Metro PCS, Amp'd Mobile and Cellular South.

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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