



FunMobility Brings APIX Photo Application to iPhone Users

First cross carrier mobile photo community lets iPhone users upload and share images for free

Pleasanton, CA – August 22, 2008 –FunMobility, a leading provider of innovative wireless community and media services, today announces that America's Best Mobile Pix (APIX™), the first mobile photo community application of its kind, is currently being offered as a downloadable feature on iPhone handsets. Already available on today's most popular handsets and across Alltel, AT&T, Sprint, and Verizon Wireless, APIX easily integrates into iPhone's photo library and address books so users can easily access location information and share photos with friends.

Introduced in 2005, APIX has become one of the hottest content applications to hit the mobile market. With APIX, users can take photos using their camera phone, share the content with others, and even submit them into contests such as Hottest Girl, Hottest Guy, Cutest Baby, Best Pet, Coolest Ride, and Funniest Pix, for a chance to win real cash and prizes.

"The mobile phone is changing the way people interact with others, and sharing pictures and other user-created content is part of each person's individual expression," says Adam Lavine, CEO of FunMobility. "In the same way that the iPhone has completely revolutionized how consumers use their cellphones, APIX software for iPhone gives users unfettered access to a large community who can now share photos and images in a fun and exciting new way."

Lavine added, "APIX software for the iPhone is just the latest in our complimentary suite of offerings intended to bring the best available mobile entertainment options to our diverse range of costumers, regardless of carrier or handset device."

FunMobility's direct-to-consumer website, FunMo.com, will power the APIX application allowing users to engage and connect with others within America's largest mobile content community and share content that generates meaningful and lasting impressions. The application is free for a limited time. For directions on how to download the application to your iPhone, please visit <http://www.funmo.com/apps> and click on your current wireless carrier.

About FunMobility Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique, integrated mobile entertainment experience through best-in-class mobile multimedia applications that enable consumers to connect and express themselves through mobile photos, videos, music, graphics and slideshows. FunMobility distributes their applications through every North American carrier as well as direct to consumers through FunMo.com. FunMobility builds America's largest mobile content community through some of the wireless industry's most popular applications including Wallpaper Universe™, America's Best Mobile Pix™, aFLIX: Share ur Vids, MyShow, Ringtones Universe™, TrueTones Universe™, FunGirl DISH™, Chick Talk™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™.

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