



FunMobility Releases MoMoney Content Widget for Bloggers and Web Publishers to Offer E-Commerce Based on Topics and Context

Powerful mobile content tool offers tracking, personalization, and monetization options for publishers and online content providers

Pleasanton, CA – September 3, 2008 – FunMobility, a leading provider of innovative wireless community and media services, today announces the availability of MoMoney, a free and easy to use mobile content widget that enables bloggers and web publishers to easily integrate topical, fun, and personalized mobile content into their own blog pages, web sites, and social media profiles. MoMoney can also be used as a traffic generation and revenue maximization tool, giving both existing and future license holders the ability to make money and generate revenue on either a per click or per impression basis. Available now at <http://funmo.com/MoMoney>, MoMoney is completely customizable in terms of its look and feel, and is equipped to handle a variety of large audio, video, and rich media files.

“In today’s connected Web 2.0 world, customization and content personalization are key. MoMoney fulfills these requirements and offers a useful publishing and tracking tool so that bloggers and web users can continue to provide fresh content to readers over the next few months or even years, thereby generating greater traffic numbers and creating a new stream of revenue,” says Adam Lavine, CEO of FunMobility. “The MoMoney widget will last as long as new content is being constantly refreshed to channels on a daily and weekly basis and the best thing about the application is that it’s absolutely free and 100% user-driven, even allowing you to brand the application with your own color logo.”

MoMoney features scrolling sections to download the latest ringtones and wallpapers, which are segmented in 20 channels from celebs, politics, travel, sports, and lifestyle. Each scrolling content links directly to its matching mobile content download page on the FunMo.com consumer site. The MoMoney widget will also enable FunMo to globally track every user-engagement. Once a person installs it on their social networking site pages, FunMo gets a direct and permanent communication channel with that user, so FunMo can update content at anytime.

MoMoney is compatible with iGoogle, Netvibes, Pageflakes, MySpace, Facebook, TypePad, Blogger, Freewebs, Friendster, Webwag, and Windows Live, allowing bloggers, web site hosts, and other individual publishers to integrate with social networking pages so there is easy access to FunMo’s mobile content feeds. MoMoney is powered by technology from Widgetbox, the leading provider of cross-platform widget services, and is compatible with all leading blogs, customizable homepages and social networking sites, which gives the publisher the ability to tap into a user base of tens of millions of people globally.

About FunMobility Inc.

Headquartered in Pleasanton, California, FunMobility delivers a unique, integrated mobile entertainment experience through best-in-class mobile multimedia applications and content that enable consumers to connect and express themselves through mobile photos, videos, music, graphics and slideshows. FunMobility distributes their applications and content 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™, YouTones™, 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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