



## **FunMobility Fuels Demand for Next-Generation Mobile User-Generated Content with Debut of *YouTones* and *What's on Your Mind?* for the BREW Solution**

*Mobile social media applications now available on BREW handsets for operators around the world*

**CTIA WIRELESS I.T. & Entertainment 2008: SAN FRANCISCO, CA** – September 11, 2008 – FunMobility, a leading provider of innovative wireless community and media services, today announced that its popular user-generated media applications, YouTones™ and What's on Your Mind?™, are now available across multiple BREW® handsets.

YouTones embodies the growing demand for content personalization, allowing customers to easily create their own unique mobile audio media in the form of ringtones and voice cards. YouTones offers a sophisticated audio mixing engine that combines a user's voice with special effects and sound effects. Users can be turned into chipmunks, space lords or debate politics with Obama, then share the results with other users in their address book. YouTones represents the first mass-market user-generated mobile audio service that allows consumers to create their own form of branded entertainment on the fly and share it with others in a growing community.

What's On Your Mind? (WOYM) is a "visual twittering" application that offers consumers the ability to express themselves and create visual media by answering the question: "What's on your mind?" The application incorporates FunMobility's Magic Comments technology that identifies key words in a thought, and then picks a relevant graphic from a huge library. Now if users are inspired by an experience or have an opinion about something, they can finally get it off their chest. WOYM is part of a growing community where thousands of users are publishing some of their craziest and funniest communications by posting them in categories that anyone can easily browse. Users also have the option of collecting thoughts from any user by adding them to their favorites. For those who really like a particular user and enjoy the thoughts they publish, customers can subscribe to them, allowing every new thought to appear in a customized feed.

"Both YouTones and What's On Your Mind? take advantage of our scale and technology solution, which has delivered more than 200 million pieces of mobile content to consumers since 2002," said Adam Lavine, CEO for FunMobility. "We're ready for the floodgates of user-generated content to open, and making these applications available to BREW devices is directly in line with our overall goal of providing the widest possible range of media creation options that give consumers the ability to express themselves and connect with others in more places."

"FunMobility's YouTones and What's on Your Mind? use the BREW solution to deliver an interactive social networking and media sharing experience," said Brian Dunphy, senior director of brand and content relations for Qualcomm Internet Services. "We are excited about the creative way FunMobility is introducing content personalization in their

BREW applications. Personalization appeals to consumers, who can create and publish their own individual forms of media content, driving consumer applications for mass market devices to the next level.”

Services like YouTones and What’s On Your Mind? are rapidly expanding the market for user-generated content and have quickly become a popular way for users to connect, share and engage with one another within social media communities. Research analyst firm Informa Media and Telecoms forecasted that global operator revenue from mobile user generated services will rise to more than \$13 billion by 2011. With smarter, faster phones becoming more mainstream, users will soon have the ability to create any type of content on their phone, and services offered through FunMobilty are leading the charge in that direction.

For more information on FunMobility please visit [www.funmobility.com](http://www.funmobility.com)

### **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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For media inquiries, please contact:

Eric Gonzalez  
VSC Consulting  
415.272.0836  
[eric@vsconsulting.com](mailto:eric@vsconsulting.com)