



FunMobility Partners with Lifestyle Footwear and Apparel Tastemaker Vans to Offer Free Wallpapers for Customers

Pleasanton, CA – September 23, 2008 – FunMobility the leading provider of innovative wireless community and media services, today announced a partnership with one of the top five largest sporting retailers in the country, the iconic action sports brand, Vans. The partnership will help build brand affinity with Vans customers.

FunMobility, in concert with Access360Media, will provide a mobile destination that allows users to receive daily text messages and free wallpapers produced by Vans. The partnership will allow users the option to select from wallpapers from the Vans website and receive them directly on their phone. The wallpapers can be found on the Vans.com *Mobile* page.

“Working with Vans has been a great opportunity for FunMobility to reach our main target market of young people who are on the go. They are always looking for ways to personalize their phone, and providing it for them directly on the Vans website has been a great success,” said Kurt Davis, VP of Business Development for FunMobility.

FunMobility offers a robust selection of made-for-mobile downloadable wallpapers, including the Vans “Off The Wall” logo and exciting team rider action shots for mobile users to demonstrate their affinity to the brand. “Vans customers are very loyal, and offering them cool mobile content at no cost is a way to show our appreciation,” said Dan Maiman, Interactive Marketing Manager of Vans.

“We have seen such a great success in this partnership with Vans that FunMobility would like to extend this experience to other retailers who are looking for a way to stay engaged with their users while they are on the go,” said Adam Lavine, CEO of FunMobility.

FunMobility’s direct-to-consumer website, FunMo.com, will be powering the Vans mobile wallpaper page. FunMo.com allows users create graphics and animations to personalize their phones, connect with others within the mobile community, share mobile photos, and browse thousands of original wallpapers and ringtones.

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™.

About Vans

Vans, Inc., a subsidiary of VF Corporation, is a leading lifestyle brand for the youth market. Vans collections, which include active and performance footwear, apparel and accessories, snowboard boots and bindings and the Pro-tec, Inc. line of protective gear, are sold in the United States through 156 company owned stores and factory outlets as well as independent retailers. Internationally, Vans sells its goods in approximately 50 countries through a network of distributors, sales agents and foreign offices. Vans supports and promotes the action sports lifestyle through such events and destinations as, the Vans Triple Crown of Surfing™, The Vans Cup at Tahoe and the Vans Warped Tour™.

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