



FunMobility Launches First Available User-Generated Ringtone Application for the iPhone

YouTones brings cool personalization tools to iPhone users letting them easily record, mix, and publish original ringtones and share them with friends

Pleasanton, CA – October 9, 2008 – FunMobility, a leading provider of innovative wireless community and media services, today announces the launch of YouTones, the first user-generated ringtone application that is currently available for download on the iPhone. Already available on today's most popular handsets and across carriers such as Alltel, AT&T, Metro PCS and Verizon Wireless, YouTones gives users the power to easily create custom ringtones or audio messages by combining their own voices with a sophisticated audio mixing engine that lets them add special sound effects. Now you or any of your friends can be made to sound like a chipmunk, space lord, or any number of fun and imaginative creations.

YouTones has already achieved phenomenal success on carrier decks, averaging about 10,000 paid downloads a day, and its launch on iPhone and easy integration with the iTunes media library and address books means that millions of customers will be able to easily access and share their original content with family and friends.

"Consumer demand for content personalization applications has never been stronger, and the iPhone is a revolutionary example of how people are currently using their mobile devices as a means of self-expression," said Adam Lavine, CEO of FunMobility. "We're committed to making the best UGC applications available so that consumers have several options to create and publish unique content on today's most popular platforms and handsets."

Introduced in August 2008, YouTones has become one of the hottest applications to hit the mobile content market. Market analysis firm Juniper Research estimates that the total value of the UGC market will grow from nearly \$1.1 billion in 2007 to \$7.3 billion in 2013. During the same time period, the firm forecasts that the number of active mobile social network users will rise to 730 million from 54 million in 2008.

FunMobility's direct-to-consumer website, FunMo.com, will power the YouTones application, which can be downloaded directly from the iTunes Store for \$4.99. Additionally, YouTones is available on www.funmo.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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