

FunMobility Launches UGC App FunScreenz™ on the AT&T Media Mall

Interactive application lets mobile consumers create and share deeply personalized wallpapers with FunMobility's Wallpaper Rendering Engine

ATLANTA, Georgia – October 21, 2008 – FunMobility Inc. announces the launch of FunScreenz™, an interactive application that lets wireless customers of AT&T Inc. (NYSE: T) design their own unique mobile wallpapers for their mobile phone screen. The user-friendly application allows consumers to enter text to personalize wallpapers with their names, or to complete sayings such as “I Love BLANK” or “I’d rather be BLANKING.”

FunScreenz has a library of over 10,000 interactive wallpapers that can be deeply personalized by consumers. FunMobility's rendering engine leverages an open format that lets users choose color, typeface, placement and sizing, or personalized text elements.

“When we engineered FunScreenz, we created an open interactive wallpaper format that puts creative power into the hands of designers,” commented Adam Lavine, FunMobility CEO. “This is why we can bring such a large and compelling library of interactive wallpapers to AT&T subscribers, and why FunScreenz has been such a big consumer hit. Since we launched FunScreenz, we've had over 10 million user-generated wallpapers created – and counting!”

To download FunScreenz on your AT&T Wireless phone text the word SCREENZ to shortcode 386 or visit www.att.com/mediamall. FunScreenz costs \$3.99 per month for up to five personalized wallpapers.

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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