

# SaskTel and LiveWire Mobile Introduce New DRM-Free Music Service

**Leading Full-Service Communications Provider in Saskatchewan Province Offers its 550,000 Customers Cutting-edge Music and Mobile Application Storefront**

LITTLETON, Mass., July 15, 2010 – Saskatchewan Telecommunications Holding Corporation, or SaskTel, the leading full-service communications provider in Saskatchewan Province, Canada, has rolled out an innovative DRM-Free music download service powered by LiveWire Mobile, Inc. (Pinksheets: LVWR), a leader in managed personalization services.

The new service features music tracks from a broad range of major music labels. The company's 550,000+ wireless subscribers have the option to purchase their music tracks individually or as part of a bundle with other assets ranging from wallpapers and ringtones to ringbacks and mobile apps. Consumers can browse the full range of applications and make their purchases from the SaskTel integrated online storefront, custom developed by LiveWire Mobile.

"Our DRM-Free music service launch, just days after we announced the technical trial of our new 3G+ wireless network, shows our commitment to cutting-edge services and options for our customers," said Lucas Piller, Marketing Manager, of SaskTel.

SaskTel provides telecommunications services to 13 cities, 535 smaller communities and surrounding rural areas including 49,000 farms. The corporation has over 425,000 business and residential customers.

"The core of the new SaskTel service is our Infuse personalization platform," said Matthew Stecker, CEO, of LiveWire Mobile. "Infuse's flexibility allows operators multiple pricing model options including a la carte, subscription and all-you-can-consume."

The high quality downloads are available unencrypted in up to 256 Kb/s for purchase and delivery across both PC and mobile channels.

For more information about the new DRM-free music service, write to [sales@livewiremobile.com](mailto:sales@livewiremobile.com) or visit [www.livewiremobile.com](http://www.livewiremobile.com).

## About SaskTel

Saskatchewan Telecommunications Holding Corporation (SaskTel) is the leading full service communications provider in Saskatchewan, with \$1.15 billion in annual revenue and more than 1.4 million customer connections including more than 550,000 wireless accesses, 543,000 wireline network accesses, 225,000 Internet accesses and 77,000 Max™ (TV) subscribers. SaskTel offers a wide range of communications products and services including competitive voice, data, Internet, entertainment, national security, messaging, cellular, wireless data and directory services. In addition, SaskTel International offers software solutions and project consulting in countries around the world. In 2009, SaskTel contributed more than \$651 million to the Saskatchewan economy through dollars spent with Saskatchewan-based suppliers and sponsorships to non-profit organizations. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 4,800 employees.

## About LiveWire Mobile

LiveWire Mobile (Pinksheets: LVWR) is a world leader in managed personalization services. LiveWire Mobile's integrated suite of mobile personalization services includes ringback tones, advertising ringback, ringtones, mobile full-track music and video downloads, a fully integrated storefront, and other applications, as well as dedicated content and service marketing, integrated storefront management and marketing. LiveWire Mobile makes mobile personalization services easier to use and helps drive service usage and adoption. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

LiveWire Mobile is a registered service mark and Infuse is a trademark of LiveWire Mobile, Inc. Other trademarks are properties of their respective owners.

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements". These statements are based on management's expectations as of the date of this document and are subject to uncertainties and changes in circumstances. Actual results may differ materially from these expectations due to risks and uncertainties including, but not limited to uncertainties with respect to the implementation and market acceptance of our products and services, our 2010 initiatives including aggressively expanding our international footprint for all of our products and services, expanding our worldwide partner alliances and bringing new applications and services to market, our ability to grow our managed services business, our ability to achieve long term growth, the size and growth of our and our customers' target markets, our ability to expand our relationships with existing customers and partners and attract new customers and

partners, our ability to timely launch our products and services to customers, our ability to execute on our development initiatives, competition, customer concentration and other risks. We encourage you to read our Annual Report for the year ended December 31, 2009 and other public disclosures for certain additional information and risk factors. In addition, while management may elect to update forward-looking statements at some point in the future, management specifically disclaims any obligation to do so, even if its estimates change. Any reference to our website in this press release is not intended to incorporate the contents thereof into this press release or any other public announcement.

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