

# Livewire Mobile to Continue Powering Sprint Music Store

## Livewire Mobile's Full-Track Music Service Provides On-the-Go Music Anytime, Anywhere to Sprint Subscribers

LITTLETON, Mass., December 21, 2010 - Livewire Mobile (Pinksheets: LVWR) today announced an extension to its five-year relationship with Sprint to continue operating the Sprint Music Store through the end of 2012.

The two-year contract extension, unless earlier terminated, will allow existing users of Sprint's Music Store to continue purchasing and downloading music from a catalog of nearly four million tracks powered by the Livewire Mobile service. The service is available throughout Sprint's coverage area and supports multiple in-market devices.

"We began working with Sprint five years ago to launch the first over-the-air mobile music download service in the U.S. market, and we value the opportunity to continue our strong partnership together through 2012," said Matthew Stecker, president and CEO, Livewire Mobile. "This milestone underscores the value of our service to Sprint and we look forward to continuing to provide their subscribers the ability to purchase, download and play music from their mobile device - anytime, anywhere."

As part of the extension, we expect that changes in the commercial terms of the Sprint Music Store will result in a reduction in revenues for this service from historical levels beginning January 1, 2011, and a corresponding reduction in cash flows from this service due to the expected reduction in the revenues as well as changes in the timing of payments to be received from Sprint for the service. The Company expects the reduction in revenues to be mitigated by its recent acquisition of FoneStarz Media Group and expected growth in its other products and services.

For more information about the Livewire Mobile full track music service, email [sales@livewiremobile.com](mailto:sales@livewiremobile.com) or visit [www.livewiremobile.com](http://www.livewiremobile.com).

### About Livewire Mobile

Livewire Mobile (Pinksheets: LVWR), together with its recent acquisition of FoneStarz Media Group, is a Mobile Media Powerhouse with one of the most comprehensive one-stop digital content solutions for carriers, handset manufacturers and media companies entering the mobile content market. The Company's integrated suite of personalization services includes ringback tones, advertising ringback, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, extensive content, and other applications, as well as dedicated content and service marketing, integrated storefront management and merchandising. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

Livewire Mobile is a registered service mark 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" including our belief that the Company and Sprint will continue to operate the Sprint Music Store through the end of 2012, our looking forward to continuing to provide Sprint subscribers the ability to purchase, download and play music from their mobile device - anytime, anywhere, and our expectation that changes in the commercial terms of the Sprint Music Store will result in a reduction in revenues for this service from historical levels beginning January 1, 2011 and a corresponding expected reduction in cash flows from this service due to the expected reduction in the revenues as well as changes in the timing of payments to be received from Sprint for the service, and our expectation of the reduction in revenues to be mitigated by our recent acquisition of FoneStarz Media Group and expected growth in our other products and services. 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 our belief that Sprint and the Company will continue to operate the Sprint Music Store through the end of 2012, our looking forward to continuing to provide Sprint subscribers the ability to purchase, download and play music from their mobile device - anytime, anywhere, our expectation that changes in the commercial terms of the Sprint Music Store will result in a reduction in revenues for this service from historical levels beginning January 1, 2011 and a corresponding expected reduction in cash flows from this service due to the expected reduction in the revenues as well as changes in the timing of payments to be received from Sprint for the service, our expectation of the reduction in revenues to be mitigated by our recent acquisition of FoneStarz Media Group and expected growth in our other products and services, and other risks. 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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