

# LiveWire Mobile, Inc. Announces Addition to its Board of Directors

Littleton, Mass., August 23, 2010 -- LiveWire Mobile, Inc. (Pinksheets: LVWR), a world leader in ringback, mobile music and managed personalization services, today announced that Alan Howe has joined the Board of Directors, effective August 19, 2010.

Matthew Stecker, President and CEO of LiveWire Mobile, said, "Alan brings to LiveWire Mobile a wealth of operational experience combined with corporate finance, business development and corporate governance experience. On behalf of the Board of Directors of LiveWire Mobile, I am pleased to welcome Alan to our Board and look forward to his contributions as we grow our business."

Mr. Howe is currently Managing Partner of Broadband Initiatives, LLC and oversees the firm's operations. Mr. Howe also serves as Managing Director at B. Riley & Co., LLC, in their Corporate Governance Advisory Services Group in Los Angeles under a consulting agreement. Mr. Howe is also chairman of the Board of Directors of Ditech Networks (Nasdaq: DITC) and Co-Chairman of Selectica, Inc. (Nasdaq: SLTC) and serves on a number of private boards. From 2005 to 2008, Mr. Howe was Vice President of Strategic Development for Covad Communications Group, Inc., and was responsible for developing and implementing the company's wireless broadband strategy. Previously, Mr. Howe served as the Vice President of Finance and Corporate Development and Chief Financial Officer of wireless service provider, Teletrac, Inc. and before that he was a director of corporate development for Sprint. Mr. Howe holds a B.S. in Business Administration and Marketing from the University of Illinois, and an MBA in Finance from Indiana University's Kelley Graduate School of Business.

## About LiveWire Mobile, Inc.

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 of LiveWire Mobile, Inc.

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements" including forward-looking statements about looking forward to Mr. Howe's contributions as we grow our business. 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 looking forward to Mr. Howe's contributions as we grow our business 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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