

Guided By Voices Digital Goes Live

Artist Portal, Storefront and Community Powered By Livewire Mobile's Mediadrome Multi-content Storefront Service

LITTLETON, Mass., September 30, 2010 – Livewire Mobile, Inc. (Pinksheets: LVWR) has launched its first Mediadrome™ site for legendary recording artist Guided By Voices in conjunction with its reunion tour which kicked off on September 29, 2010 in Dallas.

The Mediadrome customized multi-content storefront, called Guided By Voices Digital (GBV Digital), is now live at www.GBVDigital.com. It features the group's entire catalog, rare tracks and previously unavailable recordings. Fans will be able to purchase live recordings of the reunion tour performances in a digital format from the site shortly after the conclusion of each concert. Concert attendees will be offered promo cards at the shows entitling them to download a new single from lead singer Robert Pollard's upcoming January 2011 release "Space City Kicks," available now through December 31, 2010 only at GBV Digital. Guided By Voices Reunion Tour locations, dates and line-up, including the upcoming Matador at Twenty-One Festival in Las Vegas on October 1-3, can also be found on the site.

"The launch of Guided By Voices Digital provides long-time fans with a unique opportunity to access not only the band's extensive music collection, but also rare tracks, live tracks from their reunion tour and other digital content not previously available," said David Newgarden, Guided By Voices' business manager at ManageThis. "GBV Digital and Livewire Mobile kick off the next generation of digital music listening by allowing the band to streamline all of its content into one place for fans."

GBV Digital also includes Robert Pollard's solo output and side projects and the site features content from labels and artists such as Matador Records, Merge Records, TVT Records, Guided By Voices Inc., Fading Captain Series, Nightwalker, Airport 5, Circus Devils, Go Back Snowball, Keene Brothers, Lexo and the Leapers, Lifeguards, The Moping Swans and Psycho And The Birds, among many others.

"Our new Mediadrome service collectively addresses the needs of both independent and label artists as well as providing a one-stop shop for fans to obtain digital content from their favorite artists," said Matthew Stecker, president and CEO, Livewire Mobile. "Mediadrome not only optimizes the concert experience for artists and their fans but also merchandizes the elusive 'long tail' in a novel way."

Record labels and recordings artists seeking more information about Livewire Mobile's multi-content storefront service, should visit www.mediadrome.com or send an email to sales@livewiremobile.com.

About Livewire Mobile

Livewire Mobile (Pinksheets: LVWR) is a world leader in managed personalization and music services. Livewire Mobile's integrated suite of personalization services includes ringback tones, advertising ringback, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, and other applications, as well as dedicated content and service marketing, integrated storefront management and merchandising. For more information, please visit www.livewiremobile.com.

Livewire Mobile is a registered service mark and Mediadrome 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" including forward-looking statements about the expected content, features and functionality of Mediadrome and "Guided by Voices Digital". 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 expected content, features and functionality of Mediadrome and "Guided by Voices Digital", 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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