Press Releases

Livewire Mobile Ranked Again Among Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500

Attributes its 148 Percent Revenue Growth to its continual expansion of product and service offerings

LITTLETON, Mass., October 21, 2010 – Livewire Mobile, Inc. (Pinksheets: LVWR) today announced that for the second year in a row, it ranked on the Technology Fast 500™, Deloitte's ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the period from 2005–2009. Livewire Mobile ranked number 496 for revenue growth of 148 percent during this period.

Livewire Mobile's president and CEO, Matthew Stecker, credits the expansion of product and service offerings for the company's 148 percent revenue growth. He said, "The mobile marketplace continues to mature, forcing those who want to remain competitive in the industry to try new ideas in order to meet expectations. Our clients are always looking for new and innovative products to offer their clients and differentiate themselves."

"Livewire Mobile and the other 2010 Technology Fast 500 winners forged ahead in a challenging economic environment to realize exceptional growth," said Phil Asmundson, vice chairman and Deloitte's U.S. technology, media and telecommunications leader. "Deloitte commends Livewire Mobile for this impressive accomplishment."

"Livewire Mobile has proved itself to be one of the fastest growing tech companies in North America, and we are proud to honor them as one of the 2010 Technology Fast 500," said Mark Jensen, managing partner, venture capital services, Deloitte & Touche LLP.

Livewire Mobile previously ranked 49 as a Technology Fast 500 award winner for 2009.

Overall, Technology Fast 500 award winners for 2010 had revenue growth ranging from 146 percent to 164,079 percent from 2005 to 2009, with an average growth of 2,361 percent.

For additional details on the Technology Fast 500 including selection and qualifying criteria, visitwww.fast500.com.

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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.

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 forward-looking statements about the continual expansion of the Company's product and service offerings. 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 continual expansion of the Company's product and service offerings, 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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