

# Livewire Mobile to Expand Suite of Mobile Advertising Services

## Newest Ringspot Service to Allow Wireless Carriers to Incentivize Consumers Opting to Hear Targeted Marketing Messages

LITTLETON, Mass., February 11, 2011 – A new mobile advertising service that allows callers to opt in for short marketing messages while waiting for their call to connect is being introduced by Livewire Mobile (Pinksheets: LVWR) in collaboration with Adfortel, a Netherlands-based developer of mobile advertising solutions.

This latest version of the Ringspot™ service, part of Livewire Mobile's family of mobile advertising solutions, is planned to feature Adfortel's VoiceAds Engine technology. Consumers who subscribe are able to hear and engage with targeted audio commercials instead of ringing or music when waiting for a call to connect. They are rewarded for opting in to this service with a variety of incentives from their carriers.

Carriers offering the service are able to generate additional revenue while increasing customer loyalty. Advertisers benefit from the new medium since all consumer exposure is permission-based and ads are always heard by the target group. This focused approach to one-to-one marketing provides that there is no waste and that advertising dollars are spent on accurately communicating with the required audience.

This latest service is in addition to Livewire Mobile's first Ringspot service, which allows mobile operators to offer consumers the latest personalization option for their mobile devices – an ad replacing the ring that their callers can hear. Whether to the callers or to the subscribers, Ringspot ads can be made interactive, allowing callers to engage by pressing a button to receive more information via a text message.

According to a recent report from Juniper Research, mobile advertising in the ringback space is expected to top \$780 million annually by 2015.

"Livewire Mobile continues to develop innovative platform and service offerings providing the broadest range of value-added services," said Matthew Stecker, president and CEO, Livewire Mobile. "Our Ringspot service is designed to allow carriers to take part in mobile marketing, one of the market segments with significant upside growth potential."

The new Ringspot service is planned for Q2 2011. For more information about the Livewire Mobile's Ringspot services, email [sales@livewiremobile.com](mailto:sales@livewiremobile.com) or visit [www.livewiremobile.com](http://www.livewiremobile.com).

### About Adfortel

Adfortel develops and provides mobile advertising solutions for mobile operators, media groups, advertising agencies and brands. Adfortel has strong partnerships with media agencies to ensure inventory allocation and market research into the effectiveness of mobile advertising channels like VoiceAds. For more information, please visit [www.adfortel.com](http://www.adfortel.com).

### About Livewire Mobile

Livewire Mobile (Pinksheets: LVWR), together with its recent acquisition of FoneStarz Media Group, is a Mobile Internet 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, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, extensive content, and other applications, as well as dedicated content marketing, mobile advertising solutions, and integrated storefront management and merchandising. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

*Livewire Mobile is a registered service mark and Ringspot 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 our planned introduction of a new mobile advertising service in collaboration with Adfortel, our expectation to feature Adfortel's VoiceAds Engine technology, our plans to continue to develop innovative platform and service offerings providing the broadest range of value-added services, mobile marketing's significant upside growth potential and the planned launch of the new Ringspot service in Q2 2011. 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 planned introduction of a new mobile advertising service in collaboration with Adfortel, our expectation to feature Adfortel's VoiceAds Engine technology, our plans to continue to develop innovative platform and service offerings providing the broadest range of value-added services, mobile marketing's significant upside growth potential, the planned launch of the new Ringspot service in Q2 2011 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 or expectations change. Any reference to

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