

RAD RIVER

Mobile Content Distribution



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WWW.RADRIVER.COM

Press Release

Rad River is selected by Cellent Technologies to provide mobile content to Cellent's customers and wireless carriers.

Boston, Massachusetts: August 22, 2006. Rad River is pleased to announce that they have been selected by Cellent Technologies to provide mobile content to Cellent's distribution channels and wireless customers.

"We are excited to develop a partnership with Cellent Technologies. Cellent is a leading distribution channel for mobile content. Our partnership will greatly expand the presence of Rad River Media and our unique content throughout the Asia Pacific, Singapore Malaysia, Thailand, Philippines, Taiwan, Sri Lanka, Pakistan, Bangladesh, the Middle East and Eastern and Central Europe." Said Kyle Klewin, Managing Director of Rad River. "Cellent is global distributor in the rapidly growing arena of mobile content and we look forward working with them."

About Cellent

Cellent is a mobile data services company focusing on increasing revenues for all parts of the global mobile data value chain. Our business activities include global SMS services, mobile content and entertainment solutions, managed messaging services, mobile marketing platforms and mobile micro-commerce platforms.

With direct offices in India, Egypt [Middle East], Belgium [Europe], Singapore [Asia Pacific] and Canada, Cellent services our global network of customers, brand and content partners to leverage the mobile marketplace to its maximum, ably aided by our software development team based in Mumbai, India.

Cellent was formed in 2003 and is a privately held company headquartered in Mumbai, India.

About Rad River

With offices in Boston, Massachusetts and Berlin, Germany, Rad River is a privately held global mobile content distributor. Rad River licenses and supplies high quality content services to mobile network carriers, consumers, and to other international mobile content distributors. Rad River provides a complete range of mobile content services including mobile games, music, ring tones, real tones, graphics, wallpaper, and streaming video. For more information pertaining to Rad River, please visit www.radrivermedia.com .



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Press Release

Rad River Media, the international leader in mobile content distribution, is proud to announce that it has partnered with Hungama Mobile, the largest global aggregator of South Asian entertainment & Bollywood content in the world. Hungama will distribute Rad River's unique content to wireless carriers and networks, internet portals, and wireless customers throughout the continent of India.

About Rad River

With offices in Boston Massachusetts and Berlin Germany, Rad River Media is a privately held global mobile content distributor. Rad River licenses and supplies high quality content services to mobile network carriers, consumers, and to other international mobile content distributors. Rad River's range of content consists of a complete range of mobile content services including mobile games, music, ring tones, real tones, graphics, wallpaper, and streaming video. Rad River is a trusted partner to content owners, producers, and distributors looking to mobilize and license their content into the growing markets of mobile content.

With the capabilities of mobile handsets and the access networks improving at a rapid pace, new opportunities are constantly emerging for content providers. Rad River Media works with both large and small content providers, offering them a channel to distribute their content direct to consumers, wireless carriers, and other mobile platforms. For more information pertaining to Rad River please visit www.radriver.com.

About Hungama Mobile

Hungama Mobile is the largest global aggregator of South Asian entertainment & Bollywood content in the world. Hungama Mobile is a leading provider of mobile marketing applications with intrinsic expertise attached with mobile technology, communication & interactivity.

Hungama Mobile believes in providing technology to create interactive campaigns in order to effectively communicate with their audience. Hungama's primary objective is to stimulate the growth of mobile marketing and its associated technology and to help companies create more rewarding interactions with their customers via mobile and digital channels.

Hungama Mobile helps their clients capitalize on the unique benefits of these mobile and digital channels by conducting continuous and interactive dialogues with consumers anywhere, anytime. Hungama's expertise in mobile marketing stems from their leadership in technology & proprietary applications. For more information pertaining to Hungama Mobile, please visit www.hungamamobile.com.

