

RAD RIVER

Mobile Content Distribution



175 Market St., Boston, MA 02135
P: 866.895.2516 | F: 617.254.0291

WWW.RADRIVER.COM

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Press Release

Rad River has partnered with ChinaByte Mobile to provide unique mobile content to ChinaByte Mobile's customers and wireless carriers in China.

Boston, Massachusetts: September 21, 2006. Rad River has partnered with ChinaByte Mobile, a leading distributor of mobile content in China, for mobile content distribution in one of the world's largest and fastest growing mobile marketplaces.

"We are excited to have entered a partnership with ChinaByte Mobile. Our collaboration will give us tremendous exposure to wireless customers in China." Said Kyle Klewin, Managing Director of Rad River."

About ChinaByte Mobile

ChinaByte Mobile is one of China's leading IT online media and wireless VAS (value added services). The company hosts two major IT gateway websites: yesky.com & chinabyte.com. Chinabyte's two large web portals have been constantly selected by the CNNIC evaluation system as one of the National Big Ten websites. At present, the websites receive 11 million Page views from 3 million subscribers daily, which positions Chinabyte as one of China mainland's most popular Internet brands. Additionally, the company serves as one of the crucial content providers for the world's largest wireless operator, China Mobile. ChinaByte also partners with China Unicom's Uni-Magic, totaling a market reach of 6 million mobile subscribers in China. ChinaByte first came into China in 1996 offering services such as IT business quotation, wireless VAS, IT consultation for corporate and government organizations. ChinaByte has recently expanded its local services by establishing a digital wireless entertainment arm, developing high quality mobile games and mobile flash.

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.

Company contacts:

Rad River Contact:
Thomas Gentschein
tgentschein@radriver.com



Rad River L.L.C. | 175 Market Street, Boston, MA | P: 866.895.2516 | F: 617.254.0291