

RAD RIVER

Mobile Content Distribution



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September 21, 2006

Press Release

Rad River has partnered with Fun Mobile to provide unique mobile content to Fun Mobile's customers and wireless carriers in Asia Pacific, Europe and the US.

Boston, Massachusetts: September 21, 2006. Rad River has partnered with Fun Mobile and will work together to distribute premium SMS content in Thailand, Malaysia, Singapore, Australia, Belgium, the UK and the US through over 150 worldwide partners, including operators and distributors.

"We are pleased to have partnered with Fun Mobile. Our collaboration will give us new reach and exposure to the rapidly growing wireless content market in the Asia Pacific region, as well as to wireless customers worldwide ." Said Kyle Klewin, Member of Rad River."

About Fun Mobile

Founded in 2003 and headquartered in Hong Kong with regional offices and in Australia, Singapore and Malaysia, Fun Mobile has been at the forefront of innovation as a leading mobile content developer and messaging services provider in Asia Pacific . Fun Mobile provides interactive and portable gaming to more than 100 partners including leading telecommunication operators such as Vodafone and T-Mobile from around the world.

They have captured the pioneer practices of the most innovative messaging deployment by Premium SMS in delivering corporate solutions for effective communication; voting platforms for TV channels; mobile marketing with SMS subscriptions for brands; real-time chatting and other interactive SMS push and pull services to mobile subscribers around regions of South East Asia.

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 .

