



Mobile Content Distribution



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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.

