



Mobile Content Distribution



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Press Release

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

Boston, Massachusetts: August 17, 2006. Rad River is pleased to announce that they have been selected by Wmode to provide mobile content to Wmode's distribution channels and wireless customers.

"We are extremely pleased to have forged a partnership with Wmode. Our collaboration will greatly expand our exposure to wireless customers throughout North America." Said Kyle Klewin, Managing Director of Rad River. "Wmode is a leading manager and distributor of mobile content and we look forward to having our content be a part of their diverse distribution network."

About Wmode

Wmode is a leading provider of Mobile Content Distribution Services for content providers, mobile operators and media and brand companies. Using ClearMode® [distribution solutions](#) and [technologies](#), Wmode manages all aspects of mobile content distribution, on a managed service basis, including content recruitment, provisioning, verification, delivery, billing, settlement, customer care and reporting. Wmode's partners include such companies as Bell Canada, Fido, Rogers Communications, Orange Communications SA, and Telus Mobility. Wmode, founded in September 2000, is a privately held company with offices in Calgary, Alberta, Canada and Bern, Switzerland.

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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