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THE SALVATION ARMY BRINGS HOLIDAY MUSIC TO THE iPhone

Leading non-profit teams with Seattle media company

Melodeo to spread cheer and raise funds

SEATTLE (December 7, 2008) – The Salvation Army announces the availability of The Salvation Army Holiday Music application in the iPhone Application Store for \$2.99, with proceeds to benefit the organization, one of the largest charities in the country.

The application streams hundreds of holiday favorites, ranging from time-honored classics such as Nat King Cole's "The Christmas Song" and Bing Crosby's "White Christmas" to a selection of The Salvation Army's own signature brand of brass-flavored holiday tunes. For \$2.99, consumers get unlimited listening.

"The Salvation Army is excited to spread the good cheer of the season through music while offering a new way for our supporters to contribute to one of their favorite causes," said Major George Hood, National Community Relations Secretary for The Salvation Army. "This is one music download that can make a real difference in people's lives."

This Christmas, The Salvation Army's Red Kettle campaign is hoping to top the record \$118 million donated in 2007. To do that, the Army is harnessing a range of technology and social media. This includes adding credit card scanners at some of its iconic Red Kettles, as well as an Online Red Kettle application, Facebook widgets and the ability to donate via text message.

Now, The Salvation Army is teaming with Seattle startup Melodeo to bring The Salvation Army Holiday Music service to iPhone users. Melodeo is a leader in streaming media on the Web and on mobile devices with its Mobilcast and nuTsie products.

"The iPhone App Store has been one of the most explosive growth stories ever in the media and technology worlds, with over two hundred million apps downloaded in fewer than one hundred days," said Melodeo CEO Jim Billmaier. "We feel privileged to partner with The Salvation Army to offer the first major philanthropic initiative in the App Store."

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About The Salvation Army

The Salvation Army, an evangelical part of the universal Christian church, has been supporting those in need in His name without discrimination since 1865. Nearly 29 million Americans receive assistance from The Salvation Army each year through the broadest array of social services that range from providing food for the hungry, relief for disaster victims, assistance for the disabled, outreach to the elderly and ill, clothing and shelter to the homeless and opportunities for underprivileged children. About 83 cents of every dollar raised is used to support those services in more than 5,000 communities nationwide. For more information, go to www.salvationarmyusa.org.

About nuTsie & Melodeo, Inc.

nuTsie parent company Melodeo, Inc. is a leader in delivering music and other media to the Web and mobile devices. Through products such as nuTsie and Mobilcast, Melodeo combines powerful content, a simple user interface and access from any device, making it easy to enjoy and share entertainment anytime and anyplace. Melodeo reaches more than 50 million wireless customers through distribution deals and customer relationships with Alltel, AT&T, T-Mobile, Handmark, Thumbplay, Danger, Motorola, Rogers, 3, China Unicom, Sony BMG Music Entertainment & Warner Music Group in China, TDC in Denmark, Korean Telecom Freetel (KTF) and M1. Melodeo's mobile entertainment services are compatible with the majority of mobile handsets on the market.

Web sites: <http://www.nutsie.com>, <http://www.melodeo.com>, <http://www.mobilcast.com>