

Melodeo Launches Mobile Media Marketing Platform

Starbucks and Salvation Army lead the way

SEATTLE (December 17, 2008) – Melodeo, a leader in mobile media, announced today the launch of its Mobile Media Marketing Platform for smartphones. The service is currently available on iPhone, iPod Touch, BlackBerry and Windows Mobile devices and will extend to the GPhone in coming weeks.

The Melodeo Mobile Media Marketing Platform is a fast and easy way for musical artists and labels to market and sell their music in the rapidly expanding smartphone sector. The platform also allows consumer products and services to promote their brands in the exploding smartphone market.

Twenty percent of U.S. mobile customers currently use smartphones, with market share predicted to expand to fifty percent within two years. Growth in the smartphone market is predicted to outpace the PC market for at least the next five years.

Melodeo Mobile Media Marketing deals currently closed or in final negotiations range from selling exclusive music content in partnership with rightsholders to building custom music apps offered for free by major consumer brands, including already-launched apps for Starbucks and The Salvation Army.

Melodeo has already proven the power of their platform with their house-brand nuTsie music applications, top sellers in the iPhone App Store and on RIM, Samsung, Motorola, Nokia and other smartphone devices.

Melodeo plans to launch multiple apps for individual musical artists and record labels in the first quarter of 2009. "This is a chance for artists and labels to break out of the music industry's self-imposed straitjacket of the single or album unit," said Dave Dederer, VP of Business Development at Melodeo and founding member of Grammy-nominated, platinum-selling rock band The Presidents of the United States of America. "An app that streams an album, playlist or other set of songs is a whole new way for rights holders to monetize and market music."

"We're seeing unbelievable uptake and success with just our own house-brand apps and with our first two branded apps, for Starbucks and Salvation Army," said nuTsie CEO Jim Billmaier. "This phenomenal success has occurred with essentially no marketing. The potential upside with exclusive content and major brand affiliation is staggering. In just the first few days, we're seeing incredible numbers on the Starbucks app."

"This is a game changer," said Rick Canny, of Sanctuary Management Group, the artist management agency representing ZZ Top, Elton John, Fleetwood Mac and Velvet Revolver, among others. "This is an entirely new way to monetize and market our artists, from tickets to recordings to merchandise."

"I look forward to pumping up interest in next year's Rock on the Range event using this platform," said Del Williams of Right Arm Entertainment. "We're expanding into new markets over the next two years and this platform will allow us to build excitement about Rock on the Range regardless of location."

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Melodeo, Inc.

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, Apple, AT&T, T-Mobile, Handmark, Thumbplay, Danger, Motorola, Nokia, Rogers, 3, China Unicom, Sony BMG Music Entertainment Warner Music Group in China, TDC in Denmark and Korean Telecom Freetel (KTF). Melodeo's mobile entertainment services are compatible with the majority of mobile handsets on the market.

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

For more information on nuTsie (press-only), please contact:

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