

# LiveWire Mobile Offers New DRM-Free Music Service - To Launch at Two North American Carriers in 2010

## Robust catalog featuring DRM-free content from major music labels added to LiveWire Mobile's music download service

LITTLETON, Mass., May 27 [/PRNewswire-FirstCall/](#) -- LiveWire Mobile(SM), Inc. (Pinksheets: LVWR), a leading provider of content management and delivery services, is launching a new DRM-free mobile music service for wireless carriers and online service operators that will feature music tracks from artists on the EMI, Sony BMG, Universal Music Group and Warner Music Group labels.

Two new North American operators are expected to launch the LiveWire Mobile DRM-free music service to their customers later this year. Customers of the wireless carriers will be able to utilize the Infuse integrated storefront to purchase DRM-free digital tracks either as single downloads or bundled with other content types such as wallpapers, ringtones, ringbacks and mobile applications from their handsets.

"Building from our long-standing relationships with the major labels, we believe this expansion to our music download service opens up new go-to-market models for our customers," said Matthew Stecker, CEO of LiveWire Mobile. "Through flexible pricing models and content delivery options, including over-the-air downloads, we believe that our new service will allow operators, content owners and brands to extend their reach across multiple consumer devices and maximize content sales revenue."

The new service is built upon LiveWire Mobile's existing Infuse personalization platform and feature-rich full track music service, providing operators with multiple options for pricing models, including a la carte and subscription. The high quality downloads are planned to be available as unencrypted MP3 or AAC files at 256 Kb/s for purchase and delivery across both the PC and mobile channels.

For more information about the new DRM-free music service, contact [sales@livewiremobile.com](mailto:sales@livewiremobile.com) or visit [www.livewiremobile.com](http://www.livewiremobile.com).

### About LiveWire Mobile

LiveWire Mobile (Pinksheets: LVWR) is a world leader in managed personalization services. LiveWire Mobile's integrated suite of mobile personalization services includes ringback tones, advertising ringback, ringtones, mobile full-track music and video downloads, a fully integrated storefront, and other applications, as well as dedicated content and service marketing, integrated storefront management and marketing. LiveWire Mobile makes mobile personalization services easier to use and helps drive service usage and adoption.

For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

*LiveWire Mobile is a registered service mark and Infuse is a trademark of LiveWire Mobile, Inc. Other trademarks are properties of their respective owners.*

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements", including forward-looking statements about the expected customer launch of our new DRM-free music service, our belief that our expansion to our music download service opens up new go-to-market models for our customers, our belief that our new service will allow operators, content owners and brands to extend their reach across multiple consumer devices and maximize content sales revenue and the planned availability of DRM-free downloads as unencrypted MP3 or AAC files at 256 Kb/s for purchase and delivery across both the PC and mobile channels. These statements are based on management's expectations as of the date of this document and are subject to uncertainties and changes in circumstances. Actual results may differ materially from these expectations due to risks and uncertainties including, but not limited to uncertainties with respect to the implementation and market acceptance of our products and services including, without limitation, our DRM-free music service and related service content, features and functionality, our 2010 initiatives, including aggressively expanding our international footprint for all of our products and services, expanding our worldwide partner alliances and bringing new applications and services to market, our ability to grow our managed services business, our ability to achieve long term growth, the size and growth of our and our customers' target markets, our ability to expand our relationships with existing customers and partners and attract new customers and partners, our ability to timely launch our products and services to customers, our ability to execute on our development initiatives, competition, and other risks. We encourage you to read our Annual Report for the year ended December 31, 2009 and other public disclosures for certain additional information and risk factors. In addition, while management may elect to update forward-looking statements at some point in the future, management specifically disclaims any obligation to do so, even if its estimates change. Any reference to our website in this press release is not intended to incorporate the contents thereof into this press release or any other public announcement.

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