Press Releases

Virgin Mobile Canada Launches Integrated Storefront Service Powered by LiveWire Mobile

New Service Provides Virgin Mobile Canada's Customers with Multimedia Content from a Single Source

LITTLETON, Mass., July 26, 2010 – Virgin Mobile Canada, in collaboration with LiveWire Mobile, Inc. (Pinksheets: LVWR), today announced the launch of a new service, which provides subscribers with a convenient way to purchase and download DRM-free full-track music, ringtones, wallpapers, games, and applications.

The new service helps unify and simplify all of Virgin Mobile Canada's download services into a cohesive shopping experience for its customers. Available across compatible mobile devices, Virgin's customers have access anytime and anywhere to personalize their mobile experience with a wide variety of multimedia content from major label artists and leading games and application producers.

The LiveWire Mobile InfuseTM Platform, the core technology powering the integrated storefront service, is a complete end-to-end, multi-content, service delivery platform offering robust, centralized content management and reporting tools and a web service that opens the door to third-party applications. It allows service providers to market personalized content to consumers yielding a seamless and intuitive shopping experience.

"At Virgin Mobile, we're constantly looking for ways to offer our members more choice and entertainment that they can enjoy on their mobile phone," said Robert Blumenthal, president, Virgin Mobile Canada. "LiveWire Mobile's proven technology platform lets us offer the widest selection of downloads and personalization features to our members – in one integrated and easy-to-use storefront. We're delighted to be working with Livewire for our new storefront and continuing to bring the latest entertainment offers – from wallpapers to DRM-free full track downloads – to all of our members."

LiveWire Mobile's integrated storefront service features an easy-to-use discovery and purchase experience that keeps consumers coming back for more. The service offers content providers across all media types a secure and highly scalable distribution and content delivery platform to expand their reach across multiple consumer device channels.

"The integrated storefront service is proven in the marketplace as a valuable offering for service providers wishing to increase ARPU from content sales, drive down operating expenses and establish themselves as the source for digital content," said Matthew Stecker, president and chief executive officer at LiveWire Mobile. "We believe that Virgin Mobile Canada and its customers will benefit from our innovative service, which allows for easy shopping of content including ringtones, DRM-free full tracks and video."

Key features of the LiveWire Mobile integrated storefront service include:
• Recommendations – Multi-content recommendations logic connects data from multiple user touch points to present the most relevant content to each user to ensure a truly personalized experience
• Multimedia Bundles - Dynamic merchandising tools maximize cross-sell opportunities by bundling content of the same type or any combination of content types;
• Promotional Pricing - On-demand and dynamic configuration of pricing by individual content, content collection, content provider and artist; and
• Campaign Management - Enables rapid creation and distribution of specialized promotions on separate and concurrent portals, including micro-sites, and targeting specific sets of users across multiple devices.

For more information about the LiveWire Mobile integrated storefront service, emailsales@livewiremobile.com or visit www.livewiremobile.com.

About Virgin Mobile Canada
Virgin Mobile Canada is Canada's No.1 mobile youth company delivering the hottest phones on the hottest 3G+ network. Virgin Mobile Members also get access to the hottest events, global roaming and the best customer service. J.D. Power and Associates 2009 Canadian Wireless Customer Satisfaction Study has awarded Virgin Mobile "Highest in Customer Satisfaction With Prepaid Wireless Service, Five Years in a Row" and it has ranked Virgin Mobile "Highest in Customer Satisfaction With Postpaid Wireless Service" . 91% of customers would also recommend Virgin Mobile to a friend.

The Virgin Mobile group of companies has attracted more than 15 million customers worldwide. Virgin Mobile phones are available at more than 4,000 locations nationally including The Source, Virgin Mobile retail locations and additional retail partners. Virgin Mobile products can also be purchased online at www.virginmobile.ca or by calling 1-888-999-2321. Get personal with Virgin Mobile Canada on Facebook at facebook.com/virginmobilecan and Twitter at twitter.com/virginmobilecan.

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.

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 our belief that Virgin Mobile Canada and its customers will benefit from our innovative service, which allows for easy shopping of content including ringtones, DRM-free full tracks and video. 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 our belief that that Virgin Mobile Canada and its customers will benefit from our innovative service, which allows for easy shopping of content including ringtones and other risks. 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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