Press Releases

Livewire Mobile Introduces Mediadrome: New Online and Mobile Service for Record Labels and Recording Artists

Multi-content Storefront to Help Create and Manage Fan Sites; Legendary Rock Band Guided By Voices to be First Customer

LITTLETON, Mass., August 30, 2010 – Livewire Mobile, Inc. (Pinksheets: LVWR) introduces MediadromeTM, a new online and mobile service that allows recording artists and record labels to sell digital media including full-track music, ringtones, graphics, and videos – as well as physical merchandise – to their fans.

Mediadrome's first launch is planned for legendary recording artist Guided By Voices in conjunction with its upcoming reunion tour kicking off later this year. The tour includes a headline appearance with Sonic Youth, Pavement, Belle & Sebastian and many others at Matador Records' "Matador at 20" festival.

The music group's customized multi-content storefront, called "Guided By Voices Digital," is expected to feature an in-depth artist experience that combines the group's catalog, rare tracks and previously unavailable material as well as live tracks. It is expected to also offer Guided By Voices fans the chance to purchase tracks from the reunion tour performances, including next-day availability. The projected material available on the site will include Bob Pollard's Guided By Voices, along with his prolific solo output and side projects, including Circus Devils, Boston Spaceships, The Takeovers and many others.

Livewire Mobile is a leader in music personalization services. Founded in 1983, the company today operates one of the premiere full-track music services for mobile operators around the world including Sprint, Virgin Mobile Canada and Telecom New Zealand, and has provided additional download services for some 40 operators worldwide. The Mediadrome service builds on the foundation of the Company's proven integrated storefront technology. It plans to provide a complete fulfillment channel inclusive of end-to-end content operations, storefront building and payment/settlement services.

"Our multi-content storefront service allows the music industry to monetize the content consumers are looking for – quickly and effortlessly," said Matthew Stecker, president and CEO, Livewire Mobile. "Livewire Mobile's expertise in managing and delivering content for the telecommunications industry allows us to offer a proven, rock-solid technology platform that can handle the needs of the most complex artists with a sophisticated fan base. We couldn't think of an artist with a more intricate catalog than Guided By Voices to be our first customer."

The company's Mediadrome sites expect to sell not only traditional digital music, but to also feature rare tracks, live archives, and offer the next-day sale of live recordings. For Mediadrome artists and their fans, the service is expected to deliver an immersive experience that allows for navigation and exploration of a large and comprehensive body of work. The company believes that this type of site will be crucial in the digital music discovery experience of the future.

"Guided By Voices Digital will provide a way for fans – both old and new – to discover Pollard and Guided by Voices' extensive library as well as a place to aggregate a diverse set of content. Our partnership with Livewire will enable fans to further connect with our recording artists, broaden their music discovery and purchase the broadest array of content," said David Newgarden, Guided By Voices' business manager at ManageThis.

Record labels and recordings artists seeking more information about Livewire Mobile's multi-content storefront service, should visit www.livewiremobile.com or send an email to sales@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.

Livewire Mobile is a registered service mark and Mediadrome 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 availability, content, features and functionality of Mediadrome and "Guided by Voices Digital", our expectation that Mediadrome will deliver an immersive experience that allows for navigation and exploration of a large and comprehensive body of work, and our belief that Mediadrome will be crucial in the digital music discovery experience of the future. 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 expected availability, content, features and

functionality of Mediadrome and “Guided by Voices Digital”, our expectation that Mediadrome will deliver an immersive experience that allows for navigation and exploration of a large and comprehensive body of work, our belief that Mediadrome will be crucial in the digital music discovery experience of the future 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.