

# **Frost & Sullivan Selects Livewire Mobile for 2010 North American New Product Innovation of the Year Award**

LITTLETON, Mass., September 2, 2010 – Frost & Sullivan has selected Livewire Mobile, Inc. (Pinksheets: LVWR) as the recipient of the 2010 North American New Product Innovation of the Year Award.

Livewire Mobile is being recognized for its accomplishments in the on-deck premium mobile content markets, including its next-generation mobile music services, portfolio of advertising ringback tone services, DRM-free mobile music downloads and integrated mobile music and content storefronts. The company will be presented with the award in September at the 2010 Growth Excellence Awards Banquet in San Jose, Calif.

“Livewire Mobile continues to develop and deliver innovative mobile music services and help its partners – the mobile operators – differentiate their premium mobile content offerings,” said Vikrant Gandhi, Senior Industry Analyst, Frost & Sullivan. “We firmly believe that Livewire Mobile is leading the way in new product innovation for mobile music and is working aggressively to bring these services to market with existing and new customers.”

According to the research report released by Frost & Sullivan, Livewire Mobile’s products and services were evaluated against those of key competitors based on the following criteria: innovative element of the product; leveraging leading edge technologies in products; value added features/benefits; increased customer ROI; and customer acquisition/penetration potential.

“Mobile operators are constantly being challenged to deliver higher ARPU’s and innovative new products and services to subscribers simultaneously in a cost-effective manner,” said Livewire Mobile CEO Matthew Stecker. “Frost & Sullivan recognized the flexibility of our service offerings and our ability to partner with and deliver high value products to operators.”

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## **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.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, 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 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 flexibility of our service offerings and our ability to partner with and deliver high level products to operators.

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 flexibility of our service offerings, our ability to partner with and deliver high level products to operators 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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