

Livewire Mobile's Matthew Stecker Selected to Speak at CTIA Enterprise and Applications 2010

LITTLETON, Mass., September 27, 2010 – Livewire Mobile President and CEO, Matthew Stecker, has been selected to participate in the educational program at CTIA Enterprise & Applications 2010, which will take place on October 5-8, 2010 in San Francisco at Moscone Center West.

Mr. Stecker was selected to speak on the Mobile Advertising Potential panel on October 5. He will be joined by other executives in the mobile industry, including moderator Karen Webster, president, Market Platform Dynamics.

"CTIA is one of the most influential wireless conferences in the world which brings together key industry executives to discuss where the mobile and telecommunications industry is headed," said Mr. Stecker.

Mr. Stecker has nearly 20 years of experience as an operating executive in the telecommunications industry. He became CEO of Livewire Mobile in November 2009 after having managed two other companies in the telecommunications space for the last decade. Mr. Stecker has been helping to grow Livewire Mobile as a leader in mobile personalization services. Bringing with him a passion for music, under Mr. Stecker, LiveWire Mobile recently announced the planned expansion of its product and service offerings to include an online and mobile music service, Mediadrome™, which allows recording artists and record labels to sell digital media to their fans.

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.

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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, features and functionality of Mediadrome. 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, features and functionality of Mediadrome 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.

About CTIA Shows

CTIA shows bring together all industries advanced by wireless technology for intense business, learning and networking. CTIA ENTERPRISE & APPLICATIONS 2010 takes place in San Francisco, October 6-8. International CTIA WIRELESS 2011 takes place at the Orange County Convention Center in Orlando, Florida, March 22-24. Visit www.ctiashow.com.

CTIA-The Wireless Association is an international organization representing the wireless communications industry. Membership in the association includes wireless carriers and their suppliers, as well as providers and manufacturers of wireless data services and products. CTIA advocates on behalf of its members at all levels of government. The association also coordinates the industry's voluntary best practices and initiatives, and produces the industry's leading tradeshow. CTIA was founded in 1984 and is based in Washington, D.C. Visit www.ctia.org.
