Press Releases

Three UK Extends New Facebook and Twitter-Friendly Music Store to More Customers

New music store available for Three mobile phone customers

LONDON and LITTLETON, Mass., January 26, 2011 – Three UK has today extended a new Facebook and Twitter-friendly music store to more of its mobile phone customers, following the success of the service on Android-based handsets.

The Three music store, powered by FoneStarz Media, allows people to download tracks direct to their handsets and has the option to automatically update a customer's status on Twitter and Facebook with the latest music they have purchased.

The browser-based store features music from all major and leading independent record labels including Sony, Universal, Warner, EMI and Vidzone. It also comes with My Music Club, a section that provides special offers and promotions. The new music store makes it easier for customers on Three's award-winning mobile Internet network to access the latest tracks on their handsets. Customers can access the store through Three's mobile phone portal and clicking on the Three music store.

Neil Andrews, Three UK head of media sales and content services said, "Thanks to Three's high-speed mobile Internet network, it is even easier for customers to download music tracks to their mobile phone wherever they are. The service has proven that people are keen to recommend music amongst their friends on Facebook and Twitter, giving access to a wider range of music than ever before."

The music store has been available on Android handsets on the Three network since December and is delivered by FoneStarz, a part of U.S.-based Livewire Mobile, Inc. The company works extensively with Three UK, previously running a variety of related content services. The full service is not though available for Apple OS or WP7 customers.

Dave Moreau, Livewire Mobile's COO, said, "The new store has been extremely well received by Three UK's Android customers. The level of sales of music tracks we are seeing shows how much smartphone customers are tuned in to browser-based portals, especially when the merchandising is right."

"Three UK gives its customers one of the best mobile entertainment experiences and we're proud to be part of that success story."

Susie Lucas, Universal Head of Mobile, added, "It's great to see Three developing the music store and launching its service on the Android Platform. This is another illustration of the demand for music in the UK market across multiple and varied channels. We will continue working hard with Three to develop innovative ways to reach and deliver music to its customers."

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About Three UK
Three is a communications company focused on bringing the benefits of the internet to mobile communications. We offer attractive pricing and give our customers the widest choice of ways to stay connected. To do this we've built the UK's biggest high-speed mobile broadband network. Three UK is a member of the HWL group of companies, which include 3G operations in Austria, Denmark, Hong Kong, Ireland, Italy, Macau and Sweden.

Three facts about Three:
- Three launched the UK's first 3G high-speed mobile network offering national coverage for calls and texts, and has over 97.4% population coverage for mobile internet services.
- Three has more than 6.2 million customers in the UK and the 3 Group has over 28 million worldwide.
- Three is the UK market-leader for mobile broadband, and came first in the two most recent YouGov surveys of Mobile Broadband customers. The YouGov Smartphone Mobile Internet Experience Report (SMIX) and iPhone survey results also see Three rated as the best network for speed and value by Smartphone customers using mobile internet, and as the best network for the iPhone.

For more information about Three UK, please visitwww.three.co.uk or call the Three Media Office on 0845 6038333.

About FoneStarz Media Group Ltd
FoneStarz Media Group, a subsidiary of Livewire Mobile, Inc., hosts, manages and retails music, wallpapers, animations, short-form video, personalization products, audio and editorial services across operator and OEM channels around the world. Recognised globally as a leader in the mobile content industry, FoneStarz manages these products on the portals of a number of major mobile network operators. The company's content management system allows the dynamic selection, publishing and mobile web retailing from its portfolio of more than 140 licensed content owners.

FoneStarz, which works with a number of major music and media brands, was acquired by Livewire Mobile (LVWR.PK) in

December 2010, making it a leading mobile entertainment powerhouse.

Livewire Mobile is a world leader in managed personalization and music services. Livewire Mobile's integrated suite of personalization services includes ringback tones, advertising ringback, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, and other applications, as well as dedicated content and service marketing, integrated storefront management and merchandising. For more information, please visit www.livewiremobile.com.

Livewire Mobile is a registered service mark of Livewire Mobile, Inc.

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements", including forward-looking statements about our view on how much smart phone customers are tuned in to browser based portals, especially when the merchandising is right. 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 view on how much smart phone customers are tuned in to browser based portals, especially when the merchandising is right 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.