

# **Livewire Mobile Renews Relationship with a Major Worldwide Telecom Equipment and Services Provider**

## **Signs Global Distribution and License Agreement for MyCaller Ringback Product**

LITTLETON, Mass., March 9, 2011 – Livewire Mobile (otcmkts: LVWR), a one-stop digital content solutions provider for carriers, handset and tablet manufacturers, and media companies, has renewed its relationship with a major worldwide telecom equipment and services provider as a supplier for ringback with its newly released MyCaller® 4.0.

Under a global distribution and licensing agreement, the partnership provides an end-to-end, multi-media ringback solution for this partner's worldwide customers, bringing together a next-generation IP-enabled version of Livewire Mobile's well-known MyCaller platform and services with our partner's market-leading ringback applications, systems integration and support capabilities.

The MyCaller ringback solution has been deployed across six continents, 23 countries and over 30 mobile operators worldwide. With innovative features such as content stations, a foundation for new revenue-generating services including advertising ringback and access through multiple storefront channels, mobile operators are able to offer cutting edge services that build subscriber loyalty and improve revenues.

"Since 2004, this collaboration has driven over \$25 million in revenue directly to Livewire Mobile," said Matthew Stecker, president and CEO of Livewire Mobile. "In renewing this strategic partnership, we're reaffirming our commitment to our global customer base, opening the door to a new world of opportunities for growth and further expanding the reach of our solutions in the marketplace."

For more information about Livewire Mobile, the MyCaller ringback product and other Mobile Internet solutions, email [sales@livewiremobile.com](mailto:sales@livewiremobile.com) or visit [www.livewiremobile.com](http://www.livewiremobile.com).

### **About Livewire Mobile**

Livewire Mobile (otcmkts: LVWR) is a Mobile Internet powerhouse with one of the most comprehensive one-stop digital content solutions for carriers, handset and tablet manufacturers and media companies entering the mobile content market. The Company's integrated suite of personalization services includes ringback tones, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, extensive content, and other applications, as well as dedicated content marketing, mobile advertising solutions, and integrated storefront management and merchandising. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

*Livewire Mobile is a registered service mark and MyCaller is a registered trademark of Livewire Mobile, Inc. All other trade names are the property 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 our expectation that this renewed strategic partnership opens the door to a new world of opportunities for growth and further expands the reach of our solutions in the marketplace. Actual results may differ materially from these expectations due to risks and uncertainties including, but not limited to, uncertainties with respect to our expectation that this renewed strategic partnership opens the door to a new world of opportunities for growth and further expands the reach of our solutions in the marketplace, 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. Past results or revenues are not necessarily indicative of future results or revenues.

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