

envIO networks Delivers Social Marketing for Mobile Content With the envIOWorks™ Platform

Innovative New Platform Unites Mobile and Social Networks to Accelerate Mobile Content Sales

Andover, MA, September 16, 2008—envIO networks announced today that its envIOWorks platform for delivery of social marketing applications over mobile and social networks is now commercially available and deployed. Verizon Wireless recently announced its deployment of envIOWorks in a separate press release, available at <http://news.vzw.com/news/2008/09/pr2008-09-08f.html>.

The envIOWorks platform builds social marketplaces around any form of mobile content. Users can rate, recommend and request mobile content from each other – anything from ringtones to full-track songs to video entertainment – in an interactive user experience spanning from the simplest phones to the largest Web-based social networks. envIOWorks powers social features such as “microblogging” around favorite content or posting wish-lists to friends. And by integrating with both mobile networks and Internet-based social networks, envIOWorks unites users’ mobile experience and social experience in an entirely new manner.

By using envIOWorks, mobile operators and other mobile content owners can build social marketplaces, accessible to users from both online social networks such as Facebook, MySpace and Friendster, or from any mobile device. Even the simplest handsets can have rich participation in social marketplaces powered by envIOWorks, and users on major social networks can interact and communicate around all forms of mobile content.

"Ringback tones are by nature a very social form of mobile content" said Ryan Hughes, Vice President, Digital Media at Verizon. "envIO helps to unlock the social aspects of this content and creates a fun experience for our users."

"Mobile networks are just another form of social network, and mobile content is social by nature" explained Prakash Iyer, co-founder and CEO of envIO networks. "envIO makes mobile content part of the user's broader social content experience. Our platform reaches from the simplest SMS-only phones all the way to the biggest online social networks. Our social marketing capabilities help users easily find and buy the mobile content that they like – and to have fun while doing it."

"envIO is addressing an important industry need" said Scott Ellison, Vice President of Mobile & Wireless, IDC. "Until now, mobile content was usually

isolated from a user's social experience. By connecting the user's mobile content into a broader social context, envIO is addressing the problem of content discovery. This means more premium mobile content sales for mobile operators, as well as other mobile content providers."

"envIO is targeting a great market - right where mobile meets social" said Rick Sizemore, Chief Strategy & Business Development Officer, Multimedia Intelligence. "The potential for adding social features to mobile content is tremendous - what they're doing for Verizon is just one example."

envIO networks was funded by industry-leading venture firms Matrix Partners and North Bridge Venture Partners in 2006. Both firms have an outstanding track record of success, including numerous successful mobile and social media investments.

The envIOworks platform is available for immediate use in commercial deployments. envIO will work with its customers to deliver custom social marketing applications on the platform serving both mobile and social networks.

About envIO networks

envIO networks, inc. provides the industry's leading platform for enabling social marketing of mobile content. The envIOWorks™ platform brings users of both mobile and social networks an interactive experience that accelerates content discovery and drives increased use of premium mobile content. Funded by premier venture capital players, [Matrix Partners](#) and [North Bridge Venture Partners](#), envIO is working with top mobile operators and other industry leaders around the world. For more information, go to www.envionetworks.com.

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