



Press Announcement

For Immediate Release

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JUICE WIRELESS, INC. SECURES 4 MILLION DOLLARS IN FUNDING LED BY 21 VENTURES LLC

NEW YORK, June 5, 2006 – Juice Wireless™ Inc., the award winning, market leader in interactive mobile data applications, services and products today announced that it has secured \$4 million in funding led by 21 Ventures LLC, an independent VC firm headquartered in New York.

The Company will tap this new financing to accelerate sales and marketing efforts for its latest critically acclaimed product, the JuiceCaster™ (www.juicecaster.com). Monies will also be used to support further development and sales of Juice Wireless' existing line of leading-edge mobile data applications and services.

Launched initially in Beta to a limited and controlled user base in January 2006, the company released its JuiceCaster2.0 product to rave reviews at this year's CTIA conference in Las Vegas in April. The JuiceCaster is the first ever cross platform and device agnostic, multi-media content creation, sharing and social network available on the market today. The Juice Caster enables consumers and businesses to quickly and easily create, distribute, search and access multimedia (text, images, audio and/or video) content from digital devices anytime, anywhere using PC's and mobile phones. Juicecaster 3.0, expected sometime later this summer, will introduce iPods®, set-top boxes, PSP's, MP3 players and most all IP enabled digital devices, including digital cameras and camcorders to its platform.

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“Not content to rest on past laurels for their innovative mobile marketing applications, industry partnerships and technology, Juice Wireless is forging ahead into new and uncharted waters with the launch of the JuiceCaster,” said David Anthony, Managing Partner of 21Ventures. “With its initial Beta launch and subsequent release of 2.0, Juice has assumed a key leadership position in the evolution of user-generated content and social media and is providing an exciting breakthrough communication platform for consumers and businesses alike, not to mention a major new revenue stream for business partners.”

“In addition to their innovative and groundbreaking portfolio of products and services, it was the talent of Juice’s seasoned management team that initially attracted us to the organization,” added Anthony. “At 21Ventures, we firmly believe that finding strong and experienced entrepreneurs and a technologically adept staff is critical to the eventual success of a start-up. We are confident that we’ve found that in the management team at Juice Wireless.”

About Juice Wireless

Juice Wireless, Inc. is an award-winning creator of innovative, consumer-friendly and highly useful applications accessible by consumers on virtually all digital devices; including, computers, all mobile phones, MP3 players, iPods®, etc. Juice Wireless’ flagship product is the JuiceCaster™, the world’s first Personal Broadcast Network (<http://www.juicecaster.com>).

Juice has executed many highly successful mobile phone based programs, marketing campaigns and product extensions for customers, including: AOL, Condé Nast, Hearst, *Teen Vogue*, The Gillette Company, P&G, Sony and Transworld Entertainment (FYE.com). In November 2005, Juice received the *Best Use of Mobile Marketing in North America Award* by the International Mobile Marketing Association (MMA) for its innovative EpiToGo™ mobile recipe and shopping application. Founded in April 2004, the privately-held company is headquartered in New York City with development offices in Los Angeles and Mumbai, India. Visit www.juicewireless.com.

About 21Ventures

Founded in 2003, 21Ventures LLC invests in seed and bridge financing for both private and public technology ventures in Israel and non-core technology regions across the U.S.; its goal is to bridge the widening gap between "friends and family" funding and initial professional capital. 21Ventures focuses on portfolio companies in the Energy, Financial Services, Information Technology, Life Science, Media, Semiconductor and Telecommunication markets. In addition to its VC activities, 21Ventures designs and delivers entrepreneurial training programs for scientists, engineers and technology developers worldwide. The company is headquartered in New York City and has made eleven investments to date. Visit: www.21Ventures.net.

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Forward-Looking Statements

Estimates, expectations and business plans are forward looking statements. Actual future results, including product introduction schedules, market receptiveness, regulatory approvals and commercial viability, could differ materially due to changes in conditions affecting the industry, political, legal or regulatory developments, and market conditions.

Juice Wireless, the JuiceCaster and EpiToGo are trademarks of Juice Wireless, Inc. All other company and product names are trademarks of their respective holders.