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JuiceCaster Receives Industry Innovation Award from CDMA Development Group

Social Networking Site Recognized for Most Innovative Application

Hong Kong – Dec. 7, 2006 – Juice Wireless, creators of JuiceCaster – the groundbreaking mobile picture and video blogging application – today announced that JuiceCaster won the 2006 3G CDMA Industry Achievement Award for Most Innovative Social Networking Application. The award, presented by the CDMA Development Group (CDG), was presented during the 3G World Congress & Mobility Marketplace in Hong Kong. The CDG is an international trade association formed to lead the adoption and further evolution of 3G CDMA wireless systems and the awards honor companies whose solutions contribute to the 3G CDMA industry.

“JuiceCaster is extremely honored to be recognized by such a prestigious group as the CDG,” said Nick Desai, chairman of Juice Wireless and inventor of JuiceCaster. “Our goal for JuiceCaster has been to provide mobile users with an easy-to-use social networking application and this award acknowledges our efforts to provide a technology that all mobile consumers can use.”

JuiceCaster is a free application that allows users to stay connected to their online community via mobile phone. JuiceCaster gives users the freedom to use almost any phone on the market to post content such as photos and videos to several of their favorite sites, including MySpace, Facebook, Xanga and Blogger.

“One of the most intriguing things about the JuiceCaster application is its ability to work on so many different platforms – both on different phones and on different sites,” said Perry LaForge, executive director for CDG. “Rather than working against other social networking site giants, JuiceCaster works with them but simultaneously creates a name of its own.”

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The 3G CDMA Industry Achievement Awards are presented to honor the contributions and achievements of both the world's leading wireless individuals and companies in the 3G CDMA industry. The awards ceremony was held December 6th in Hong Kong during the same week as the 3G World Congress and ITU Telecom World.

"This achievement is further validation that consumers want to be connected when they are mobile," continued Desai. "JuiceCaster is providing a means for consumers to stay in touch while on-the-go."

JuiceCaster offers a host of other mobile features such as browsing and viewing user generated pictures and videos, making multi-media comments, connecting with friends and more, all right from the user's cell phone. JuiceCaster also offers a feature-rich web site that enables the user to create original live videos, import address books, build buddy lists, create communities and much more.

About Juice Wireless

Juice Wireless is an award-winning market leader in innovative consumer mobile data services and the creators of JuiceCaster – the ground-breaking mobile social media application launched on Sept. 14, 2006. Founded in March 2004, and based in Los Angeles, CA, and New York, New York, Juice Wireless employs 30 people and is venture funded by 21 Ventures and Citizen's Communications.

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