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**College Tonight™ Taps JuiceCaster™ to Strengthen Online Community**

*College students can share experiences instantaneously using innovative mobile social networking service*

**LOS ANGELES** – Oct. 24, 2006 – Juice Wireless, creators of JuiceCaster – the groundbreaking mobile content-sharing community – today announced that College Tonight, a social networking site dedicated to college students and campus nightlife, will be providing the JuiceCaster service to its members to enrich their college experience.

College Tonight is a social networking mainstay that offers a resource for students and alumni who wish to take advantage of the many social events that happen on and around college campuses. By taking its communities mobile with its agreement with Juice Wireless, College Tonight empowers student members at more than 190 colleges and universities throughout the United States with user-friendly networking and mobile content-sharing tools.

JuiceCaster was the first application to enable users to capture picture and video content on mobile phones and then easily share this content with other JuiceCaster users on their computers or mobile phones. Specifically, a viewer can search for and stream fresh, user-generated videos and pictures directly to a mobile phone.

With its new MediaBox feature, JuiceCaster connects the user's mobile phone with their entire online life. College Tonight members will be able to easily capture interesting pictures and videos on their cell phone and with one click, post to the JuiceCaster MediaBox on the College Tonight page. Connecting members' phones to their online life to learn about events, and organize their personal school and social life, which is a vital, organic, and deeply enriching experience for college students.

"Partnering with College Tonight made perfect sense, as college students use their mobile phones continually throughout the day and night," said Nick Desai, chairman and co-founder of Juice Wireless. "With JuiceCaster, College Tonight users can share everything that happens instantaneously, the moment it happens with friends and family."

In addition to MediaBox and its core multimedia mobile blogging capabilities, JuiceCaster offers powerful community and networking features. For example, users can create a self-organizing community for any topic or subject. Additionally, JuiceCaster facilitates user-to-user and user-to-group text messages from their phone or right from the College Tonight website. JuiceCaster also provides user-defined mobile alerts when new JuiceCasts of interests are created and when users of interest are online.

"The JuiceCaster MediaBox feature is a perfect fit for our site, as we are dedicated to offering information about nightlife for college students," said Zach Suchin, president and CEO of College Tonight. "There's no better way to share with friends or family members what they are experiencing than through photos and videos taken of the moment, in the moment. Seeing these

images of parties and events is a powerful tool for relaying and sharing experiences with friends and encouraging them in turn to take their own photos and videos.”

### **About Juice Wireless**

Juice Wireless, Inc. is an award-winning creator of innovative, consumer-friendly and powerful applications accessible by consumers on virtually all digital devices, from PCs to mobile phones to iPods™ and more. Juice Wireless' flagship service is JuiceCaster ([www.juicecaster.com](http://www.juicecaster.com)), the world's first Personal Broadcast Network™.

In November 2005, Juice Wireless was awarded the “Best Use of Mobile Marketing in North America” by the Mobile Marketing Association (MMA) for its innovative EpiToGo mobile recipe and shopping application. Juice Wireless has executed highly successful mobile phone -based marketing programs for customers including AOL, Condé Nast , Teen Vogue Magazine, Glamour Magazine, Allure Magazine, The Gillette Company, Sony Connect, Transworld Entertainment (FYE.com) and others.

### **About College Tonight**

College Tonight ([www.CollegeTonight.com](http://www.CollegeTonight.com)) is the only nightlife networking site on the Internet for college students, and is rapidly growing in popularity. In addition to illuminating the hottest info and deals, catering specifically to each college, the site has many innovative features such as the Crush Calculator™, Personal Entourage™, a Hook-Ups feature, Your Shots, Social Polling, Personal Social Calendar, a Vacation Feature and various other social tools. Users can tag friends or venues and organize groups. After close to a year of development and the meticulous gathering of data, the site was launched in September of 2006. Since then, the reaction has been extremely positive and has had great success with both undergraduate and graduate students from across the country. Featured on ABC News, FOX News and various other media outlets, College Tonight has garnered international attention for its unique blend of relevant, user-driven information and social networking.

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