



For Immediate Release

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Juice Wireless Selected by Starcom to Power its Annual Corporate Meeting
Demonstrates the Power of Mobile Communications

Los Angeles, Calif., July 24, 2006 – Juice Wireless (www.juicewireless.com), creator of the ground-breaking mobile and online social media platform, JuiceCaster™, today announced that Starcom has tapped Juice to power its upcoming annual corporate meeting with Juice Wireless, who has an extensive track record in mobile marketing and mobile technology breakthroughs with customers including Gillette, AOL, Condé Nast, and many more.

As a kick off to the new relationship, Juice powered Starcom's annual company-wide meeting of over 700 employees last week at world-renowned Millennium Park in Chicago by providing instant mobile messaging and polling data for onsite participants. Juice enabled attendees at the annual corporate strategy session to respond instantly via text message to questions posed by presenters with results shown live, in real-time, on large flat-panel displays around the park.

“Our creative and technical solutions for brands, media companies, advertising agencies, enterprise businesses and the consumer are not about, have never been about and will never be about short term gimmicks but rather long term, sustainable and useful solutions which, depending on the constituency we are addressing, will either help develop or increase the consumer base, increase revenues from existing consumers, improve consumer retention and/or extend CRM in new and exciting ways,” said David Herman, CEO of Juice Wireless. “Specifically for brands our objective is always to

extend the brands to mobile for the long-term in ways that deliver immediate results for our customer and sustainable benefits for their consumer.”

Starcom Executive Vice President Chris Boothe predicted that mobile will grow into a powerful contact channel for delivering brand messages. “As one of the top brand developers and agencies in the world today, Starcom is always seeking to leverage new technologies with a consistent goal of delivering results for our clients and we believe mobile has the potential to be a significant channel for us to reach consumers. To that end, we have chosen Juice Wireless to power our annual corporate meeting as a way of evangelizing mobile across our entire organization. We admire how Juice has consistently demonstrated its creative and marketing prowess, coupled with a keen understanding of marketing and the mobile domain where they currently stand out in a crowded marketplace.”

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, from the computer to the mobile phone to the iPod™ and more. Juice Wireless’ flagship product is the JuiceCaster (<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” award 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 many others.

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