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JuiceCaster Wins Audience Choice Award

Innovative Mobile Social Media App Wins Audience Recognition

LOS ANGELES and NEW YORK – Nov. 27, 2006 – Juice Wireless, creators of JuiceCaster – the groundbreaking mobile picture and video blogging application – today announced that JuiceCaster won the Audience Choice Award at the highly regarded *Under the Radar*. The event, which showcases the best and hottest emerging technologies in the mobile and internet arenas, was held Nov. 16th and featured speakers from leading technology companies including Microsoft, Intel Capital, AOL and others. JuiceCaster received the Audience Choice Award in the video category by top technology executives, venture capitalists, wireless operators and entrepreneurs.

“JuiceCaster is honored to be selected as a winner by this respected group of industry leaders and investors,” says Nick Desai, chairman of Juice Wireless and inventor of JuiceCaster. “This award is a reflection of JuiceCaster’s social networking technology and innovation, making JuiceCaster the most easy to use, feature rich mobile picture and video blogging application we designed it to be.”

JuiceCaster is a free application which enables consumers to easily capture and post pictures and videos directly from their mobile phones to JuiceCaster.com, to other mobile phone users and most importantly, to virtually any online site or personal page, such as AOL Journal, MySpace, Xanga, Blogger, Google, Picso and many others.

“This award validates our vision that consumers want to connect their phones to any online site or personal page,” Desai added.

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JuiceCaster works on virtually all camera-enabled mobile phones and makes the capture and upload of pictures and video from the phone incredibly easy. Right on the phone, while uploading their content, the user can quickly provide relevant tagging information such as title, keywords, location, topic and community.

When the user signs up for JuiceCaster, users get the free JuiceCaster mobile application, access to JuiceCaster.com and the JuiceCaster MediaBox, which is JuiceCaster's mobile-to-web publishing tool. The JuiceCaster MediaBox is a simple HTML plug-in which the user puts on any and every one of their online pages and web sites they choose. Then, every time the user takes a picture or video with their mobile phone, that picture or video is "published" to everywhere online that user has put their MediaBox.

JuiceCaster also offers a host of other mobile features such as actually browsing and viewing user generated pictures and videos right, making multi-media comments, connecting with friends and more, right on the user's cell phone. JuiceCaster also offers a feature-rich web site which 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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