

## Facts At a Glance

### Organization

Founded in March 2004, **Juice Wireless, Inc.** brings innovative, consumer-friendly and highly useful mobile content services to market as both direct-to-consumer products and highly effective marketing services for the world's largest media companies and consumer brands.

### Corporate Strategy

Juice Wireless' business strategy is to **under promise and over deliver** innovative, leading edge mobile data products and services to:

- **Our CUSTOMERS**, companies to whom we sell mobile marketing services
- **Our PARTNERS**, companies with whom we work to bring our mobile consumer products to market
- **Our CONSUMERS**, mobile subscribers to whom we sell consumer services.

**Everything** that Juice does is designed to **deliver real and sustained value** and to **surpass the needs, demands and expectations** of these constituencies.

### Products

#### Mobile Data Consumer Product Family

- Juice Wireless' direct-to-consumer mobile products provide end users of mobile phones state-of-the-art applications that increase personal productivity, entertain and engender consumer generated communities.

- more -

### Juice Wireless, Inc.

14 East, 44<sup>th</sup> Street, Third Floor, New York, NY 10017

Phone: 212-286-7591 Fax: 212-286-7594

[www.juicewireless.com](http://www.juicewireless.com)



- 2 -

### **Products, Continued**

Juice's portfolio of ground breaking mobile consumer products includes:

- **Mobile Birthday Reminder™**  
([www.mobilebday.com](http://www.mobilebday.com))
- **Cool Mobile Games™**  
([www.coolmobilegames.com](http://www.coolmobilegames.com))
- **Info-To-Go™**  
([www.infotogomobile.com](http://www.infotogomobile.com)).

### **Mobile Marketing Services**

Juice's mobile phone marketing services provide major consumer brands, media companies and advertising agencies with leading-edge, high-impact, results-oriented mobile components to their overall marketing and branding strategies.

### **Markets**

- Consumers of Mobile Phones
- Advertising Agencies
- Media Companies
- Fortune 500 and 100 Consumer Brands

### **Customers**

Juice Wireless sells its mobile data consumer products directly to users of mobile phones.

- more -

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- 3 -

**Customers, Continued**

Juice sells is mobile marketing services to leading major consumer brands, media companies and advertising agencies, including:

- AOL Impact Marketing
- Arnold Worldwide
- Condé Nast Publications
- FTD.com
- The Gillette Company
- Hearst Corporate Marketing
- Procter & Gamble
- SonyConnect™
- Transworld Entertainment (FYE Music Stores).

**Alliances & Partnerships**

- Avaya DeveloperConnection Program
- Nazarra, Mobile Content Provider based in Mumbai, India.

**Ownership**

Privately held

**Headquarters**

New York City

**Executive Leadership Team**

David T. Herman, Founder and CEO

Nick Desai, Founder, Chairman and CCO

Dan Paik, CTO

- more -

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- 4 -

**Board of Directors**

David T. Herman,  
Founder and CEO  
Juice Wireless, Inc.

Nick Desai,  
Founder, Chairman and CCO  
JuiceWireless, Inc.

David Anthony,  
Founding and Managing Member,  
21 Ventures

**Sales Contact**

Michael Lieberman,  
Director of Strategic Sales  
[michael@juicewireless.com](mailto:michael@juicewireless.com)  
Mobile: 917-796-5421

**PR Contact**

Valerie Christopherson or  
Kirsten Woodard  
Global Results Communications  
949-608-0276  
[valeriec@globalresultspr.com](mailto:valeriec@globalresultspr.com)  
[kwoodard@globalresultspr.com](mailto:kwoodard@globalresultspr.com)

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September 2005

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