



## Press Announcement

**Contact:** Juice Wireless, Inc.  
(Phone: 212-286-7591  
[press@juicewireless.com](mailto:press@juicewireless.com))

### FOR IMMEDIATE RELEASE

#### **COURT TV.COM® DELIVERS 'FINAL VERDICT' IN THE DECADE'S MOST SENSATIONAL CASE WITH REAL-TIME WIRELESS ALERTS**

#### **Network Teams With Juice Wireless, Inc. to Offer Up-To-The Minute Alerts of Peterson Trial Verdict Via Cell Phone Text Messages**

**NEW YORK, Nov. 3, 2004** -- As closing arguments begin in one of the decade's most shocking murder trials, **Court TV® -- The Investigation Channel™** and its website, [courttv.com](http://www.courttv.com), offers continuous coverage and analysis, and, for the first time, in partnership with **Juice Wireless, Inc.**, an exclusive "Verdict Alert" in the form of text messages delivered to mobile phones. Viewers signing up for the free service at <http://www.courttv.com/> will receive two separate alerts: the first will appear when jury deliberations have ended; the second will arrive the moment that the verdict is read (approximately thirty minutes later), and will contain the "guilty" or "not guilty" message. Both messages will direct the receiver to Court TV and [courttv.com](http://www.courttv.com) for additional breaking news. Scott Peterson is accused of murdering his pregnant wife, Laci, and their unborn son in Modesto, CA in December 2002. If convicted, Peterson could face the death penalty, or life in prison.

"Our viewers have been following this case for nearly two years, connected to the trial through the exclusive information we provide every day on the air and on the web," said Court TV Chairman and CEO Henry Schleiff. "With Juice Wireless' technology, Court TV can satisfy the public's desire for immediate information on this highly anticipated verdict."

"The power of mobile data allows consumers to get timely, actionable and relevant information instantly," said David Herman, CEO of Juice Wireless. "Millions of people are eager to be made aware of the verdict, the moment it comes in. The Court TV 'Verdict Alerts' allow those who sign up to be the first to know, regardless of where they are at the moment the words 'guilty' or 'not guilty' are spoken."

### **About Court TV**

The **Investigation Channel™** is the leader in the investigation genre, providing a window on the American system of justice through distinctive programming that both informs and entertains. **Court TV®** telecasts trials by day and high-profile original programs like **Forensic Files™**, **Psychic Detectives™**, **Masterminds™** and **Impossible Heists™** in primetime. Court TV is 50% owned by Time Warner, and 50% owned by Liberty Media Corp. The network is seen in over 83 million homes. (<http://www.courttv.com/> or AOL Keyword: Court TV)

### **Juice Wireless, Inc.**

14 East, 44th Street, Third Floor, New York, NY 10017

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

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



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## About Juice Wireless

**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.

Juice's 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. The company's portfolio of ground breaking mobile consumer products currently includes **Mobile Birthday Reminder™** ([www.mobilebday.com](http://www.mobilebday.com)), **CoolMobileGames™** ([www.coolmobilegames.com](http://www.coolmobilegames.com)) and **Info-To-Go™** ([www.infotogomobile.com](http://www.infotogomobile.com)).

Juice's mobile phone marketing services provide major consumer brands, media companies and advertising agencies with leading-edge, high-impact, results-oriented mobile components and programs to their overall marketing and branding strategies. Juice's customers include: **AOL Impact Marketing, Condé Nast Corporate Sales, The Gillette Company, Hearst Corporate Marketing, Procter & Gamble, SonyConnect and Teen Vogue.**

Founded in March 2004, the privately-held company is headquartered in New York City. Visit: [www.juicewireless.com](http://www.juicewireless.com).

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