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## FOR IMMEDIATE RELEASE

### **JuiceCaster Version 2.0 Becomes the First Social Media Application to Enable Creation of Multi-media User Generated Content Directly From Mobile Phones**

*JuiceCaster2.0 Provides Users the Most Robust Social Networking and User-Generated Content Application Available – One Which Truly Unleashes the Potential of Web2.0*

Las Vegas, April 5, 2006 – Juice Wireless, ([www.juicewireless.com](http://www.juicewireless.com)) creators of the groundbreaking web and mobile phone multi-media user content and social networking community [JuiceCaster.com](http://JuiceCaster.com), today announced the launch of JuiceCaster2.0, an innovative social media application which allows for greater functionality on the internet and brings the power of creating and experiencing content and community to the mobile phone.

“What JuiceCaster does is bring relevance, usefulness and sustainable value to the astounding growth and adoption of social media,” said David Herman, CEO of Juice Wireless. “Social media, by definition, should be an integrated part of your actual life as it happens, not something you do after the fact in your spare time, by bringing robust, easy to use multi-media features to the mobile phone, JuiceCaster2.0 accomplishes this for users of all ages.”

JuiceCaster2.0 gives users powerful content creation and networking features – available on any device – web or phone – which enable the user to present who they are, what they care about, and what they want, in virtual real-time.

“So your social media postings are as fresh as your life experiences,” said Herman.

A revolutionary new feature within JuiceCaster2.0 is mobile-phone-created content. The free mobile application enables users to easily capture and upload multi-media content from a handset to the JuiceCaster community.

“Making it easy for users to create content from the phone is critical to integrating social media into every day living,” said Herman. “We focused on the ease of uploading phone based pictures, audio and video since that is the big barrier to people using phone-based cameras, camcorders and recorders.”

JuiceCaster2.0 also allows mobile users to stream audio and video of user-generated content and author profiles to their mobile handset, perform advanced searches of content or community, effortlessly communicate with one or many friends, and make comments and connect with authors, all directly from a mobile handset.

JuiceCaster2.0 couples ease of use with advanced features on the web as well. An integrated audio and video recorder is embedded directly in to the JuiceCaster2.0 website. This feature provides both a way for users to capture the full dimension of their natural thoughts, and an alternative to laboriously typing blogs, comments or profiles. Uploaded audio content is available to other users immediately on the handset or the desktop with equal ease.

“In the real world, people communicate by talking – on the phone or in person, and JuiceCaster brings this basic human expression to this exciting new world of web applications and with it the personality of the participants,” Said Herman. “Now, it’s not just your thoughts, but your voice, expressions and gestures that all become part of your social media experience.”

Users can also quickly import address books from Yahoo, MSN, Hotmail, and Google to their JuiceCaster friends list.

JuiceCaster2.0 is designed to be appealing to a broad base of users. By requiring valid cell phone numbers to join, using credit card information to verify over-18 users, blocking certain adult-oriented search terms, and implementing a community content policing system, JuiceCaster2.0 takes steps forward in presenting an experience friendly to all users.

“While no system can be perfect, we are trying to do what we can to let legitimate users have a great experience and reduce problems,” said Herman. “In doing so, we make JuiceCaster friendly for consumers and advertisers alike.”

With the enhancing feature of being able to create content directly from a mobile phone, JuiceCaster2.0 still maintains the features that have made the site a growing resource, offering users the ability to create, distribute and consume any form of digital content, including text, pictures, audio and video, from the web or phone and then publish content for others to access.

“JuiceCaster2.0 is a web2.0 society that works because it doesn’t require you to be in front of the web, and it bridges the gap between our social media devices; our mobile phones and computers,” continued Herman. “Creating JuiceCasts has grown from a hobby of a few to a mainstream daily exercise of the mobile lifestyle.”

## About JuiceCaster

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.juicercaster.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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