



Press Announcement

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FOR IMMEDIATE RELEASE

JUICE WIRELESS AND WILDSIGHT PRODUCTIONS LAUNCH NEW MOBILE CONTENT SERVICES FOR WILDLIFE ENTHUSIASTS AND BIRD LOVERS

Mobile Phone Users Can Enjoy Nature Anytime, Anywhere, With Professionally Recorded Digital Images and Sounds While Donating To Wildlife Organizations

NEW YORK, Sept. 13, 2005 – Juice Wireless, Inc., the market leader in mobile consumer data services, applications and content, and Wildsight Productions, Inc., the Emmy award-winning wildlife film production company, today announced the launch of **Wildtones.com** and **Birdtones.com**, two new mobile content services for wildlife enthusiasts and birders, respectively. An industry first, the two “stores” were developed to distribute entertaining and educational wildlife content for users of mobile phones. Consumers can select from a broad range of digitally recorded sounds and professional quality images for download to their mobile phones so they can enjoy the sounds and pictures of birds and other wildlife anytime, anywhere. With this launch, the companies have pioneered a new way to distribute mobile content, combining an off-carrier Internet based technology platform with viral marketing to a select and specific, albeit a very large, target market -- animal lovers, wildlife enthusiasts and birders of all ages.

To celebrate the launch of Wildtones.net and Birdtones.net, Wildsight Productions is donating a portion of the revenue for select screensavers and ringtones to several privately-funded 501c3 wildlife organizations, including: actress Tippi Hendren’s ROAR FOUNDATION (www.Shambala.org), the ALEX FOUNDATION (www.alexfoundation.org), OCEANITES (www.oceanities.org) and the INTERNATIONAL PRIMATE PROTECTION LEAGUE (www.ippl.org) .

“With over 50 million bird and wildlife watchers in the U.S., the time has come to utilize technology and build a mobile community where people who love birds and animals can come together, be entertained, support and experience nature,” explained Deborah Rivel, President of Wildsight Productions, Inc. “Through our partnership with Juice (Wireless), we’re able to provide wildlife enthusiasts and birders of all ages with leading-edge creative content delivered through digital technology to the screen of their cell phones. “With Juice’s turnkey applications, we’ve developed the right service to meet the needs of the wildlife hobbyist and birder communities everywhere. And, we’ve set the stage to easily expand and modify our products in the very near future.”

- More -

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Going live on September 22, 2005, the initial catalogue offering for **Wildtones.com** and **Birdtones.com** contains over 150 ringtones, screensavers and wallpapers priced at \$2.99 each or \$4.99 for combination packages. New offerings will be added monthly along with special holiday gift packs. Content is compatible with a wide variety of mobile phones and cellular service providers and includes both digitized and polyphonic animal sounds.

About Wildsight Productions

Wildsight Productions, Inc. was founded in 1991 by Deborah Rivel, an internationally acclaimed wildlife producer and director. Headquartered in New York, the mission of Wildsight Productions is to promote human understanding of wildlife and the environment through the media using sound, images and film – the goal being to inform, entertain and enlighten. Her most current venture is **Wildtones.com** and **Birdtones.com**. Past projects include the documentary *Life With Big Cats: Tippi Hendren and Shambala*, co-produced with Discovery's Animal Planet Channel and Canal Plus, and a series of six wildlife programs for U.S. Public Television that focused on human/animal relationships. Wildsight has won numerous awards, including seven Emmy Awards, three International Chris Awards and several Genesis Awards for its support of animal rights in the media.

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 as highly effective marketing services for the world's largest media companies and consumer brands. Juice's direct-to-consumer mobile services include **Mobile Birthday Reminder™** (www.mobilebday.com) and **CoolMobileGames™** (www.coolmobilegames.com). Juice's mobile phone marketing services customers include **AOL Impact Marketing, Condé Nast Corporate Sales, Hearst Corporate Marketing, Teen Vogue, The Gillette Company, Procter & Gamble and SonyConnect**. Founded in March 2004, the privately-held company is headquartered in New York City. Visit www.juicewireless.com.

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