



Nellymoser and Muze Partner to Create Premier End-to-End Mobile Entertainment, Content and Commerce Solution

Partnership Significantly Enhances Consumer Experience and Accelerates Entry for Media Companies and Mobile Operators into the Rich Mobile Media Marketplace

BILLBOARD MECCA at CTIA, Los Angeles — September 11, 2006 — Nellymoser, the leading next-generation mobile media service and delivery platform provider, and Muze, market leader for rich descriptive metadata and provider of digital media platform solutions for online and mobile customers, today announced a strategic partnership establishing the foundation for delivering a comprehensive mobile entertainment content and commerce solution to the mobile marketplace.

Powered by Nellymoser's ASAO Mobile Service and Delivery Platform and Muze's Media Information and Digital Media & Commerce Platform, the combined offering will enable media, entertainment, and lifestyle companies to rapidly expand their consumer content offering and deploy on the largest base of mobile consumer devices.

Muze's high-value, rich, descriptive metadata spans music, video, books, and games, aiding consumers in the exploration, discovery, and acquisition of new entertainment media. Muze's multimedia commerce platform includes over 2 million licensed tracks from major and independent music labels in North America, along with more than 5 million licensed streaming music samples and over 40,000 movie trailers. Combining these Muze products with Nellymoser's ASAO Mobile Media Platform enables media companies and mobile operators to drive transactions and subscriptions with a branded user experience that can be designed to reduce clicks, personalize content, and keep fans and subscribers returning for more.

"This partnership further enables our clients to offer rich media experiences," said Dick Wingate, president, media development & chief content officer, Nellymoser. "Now both companies' clients can offer managed mobile services with fully-branded, dynamically-updated applications with integrated audio/video playback, storefront and community features, as well as turnkey media information on music, books, video, games, in addition to an extensive catalogue of music content from all the major and most independent record labels."

As more consumers look to their mobile phones for compelling entertainment like games, music or video, content owners are looking for one solution that allows them to rapidly enter the market and create a strong relationship with customers. With this partnership, media and entertainment companies now have a single source for Muze's licensed content and information services on music, books and movies, fully integrated with Nellymoser's ASAO Platform and configurable application frameworks, including storefront, portal, community and on-demand rich media.

"The combination of Muze's digital media library, rich descriptive metadata, and digital fulfillment solutions, coupled with Nellymoser's robust ASAO Mobile Media platform will transform how – and where – entertainment media is consumed, benefiting content owners, network operators, and consumers alike," said Lonnie Chenkin, Muze's evp of corporate

development. "Tight integration between Muze and Nellymoser will enable rapid and cost-effective deployment, helping our clients get up and running quickly and cost-effectively."

About Nellymoser®

Nellymoser is a leading provider of rich mobile media solutions for mass market, network connected mobile devices. Utilizing Nellymoser's ASAO Next Generation Mobile Media Service and Delivery Platform and portfolio of fully configurable content and commerce application frameworks, media companies and network operators deliver interactive and personalized mobile experiences that include video, music, ringtones, graphics and games, making it easy and fun for consumers to search, discover, preview, purchase, share and enjoy mobile content directly from their mobile devices. Customers include MTV, Warner Music Group, Hachette Filipacchi Media US, IGN/Fox, InfoMedia, Microsoft, Zingy, Leapfrog, Sony, Ericsson, Vivendi and Electronic Arts. For more information, visit www.nellymoser.com.

About Muze

Muze is the world's leading digital media platform connecting people to art, education, and entertainment. Since 1991, Muze has developed the most comprehensive and accurate entertainment information database available. Augmented by a robust media management & fulfillment platform, the combined offering brings together leading technologies & content into one digital media experience. Nearly 900 companies worldwide, in a variety of markets and verticals, rely on Muze's rich entertainment content and digital media management technologies. Clients include: Best Buy, Yahoo!, eBay, Tower Records, Overstock, Amazon, MSN, RealNetworks, BurnLounge, CNET, Virgin Megastores, O2, Buy.com, Play.com, Hastings Entertainment Inc., and many others. Muze is based in New York City, with offices in Seattle and London. To learn more about Muze, please visit www.muze.com and www.muzeurope.com.

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