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SKY MobileMedia, Inc. Attracts Naser Partovi as President and CEO; Veteran Executive of Enterprise Partners, Nortel and Bell Northern Research Takes the Helm of Leading Wireless Applications Software Platform Company

SAN DIEGO, Calif. --(Business Wire)-- Jan. 10, 2006 -- SKY MobileMedia, Inc., a leading wireless applications software platform provider, announced today that Naser Partovi has joined its executive management team as president and CEO. Mr. Partovi has earned distinction for guiding numerous companies in the telecommunications industry to success. Most recently he was Managing Director at Enterprise Partners Venture Capital.

"Naser has been a wireless industry leader for many years and has directed numerous small companies to positions of market leadership," said Jeffrey Kang, co-founder and CSO of SKY MobileMedia. "As SKY enters our next stage of rapid growth, scaling to support our growing customer base, we are very fortunate and pleased to have a proven technology executive like Naser leading us moving forward."

"SKY MobileMedia, Inc. is poised for tremendous growth as the demand for data applications on mobile phones increases," said Naser Partovi. "SKY's platform approach to mobile applications software is quickly gaining popularity and handset deployments among manufacturers, mobile operators, and wireless chipset suppliers. I am excited to be a part of the SKY team as we enter this next stage of rapid market share and revenue growth."

Mr. Partovi has over 20 years of management and operating experience in the telecommunications, networking, and media communication markets. Prior to joining SKY MobileMedia Mr. Partovi served as Managing Director at Enterprise Partners Venture Capital managing investments in media communications, networking, and telecommunications companies. In that capacity he served on the boards of SKY MobileMedia, Ascendent Systems, DragonWave, Quorum Systems, and Reli-On. He has also served on the boards of GoBeam, which was acquired by Covad Communications, WIDCOMM, which was acquired by Broadcom, and Gigabit Optics which was acquired by Oplink.

Prior to joining Enterprise Partners, Mr. Partovi was Vice President of Strategy and Business Development for Nortel's Optical Networks business. In this capacity he was responsible for mergers and acquisitions as well as for developing partnerships for Nortel's Optical Networking business unit. He invested in numerous startup companies and was on the board of Avici and AirFiber. He also helped start, and led, Nortel's professional services

organization as a new business unit where his team designed, built-out, secured financing for and deployed large telecommunications networks for CLECs (Competitive Local Access Providers). Mr. Partovi was also Director of Nortel's Advanced Technology Group where he focused on technology partnerships and investments.

Mr. Partovi began his career at Bell-Northern Research working on image processing, character recognition, speech recognition and video compression. He then helped build a large, object-oriented outside plant planning tool that is still in use in many Bell operating companies today.

Mr. Partovi graduated from Canada's McGill University with a Master in Electrical Engineering. He currently serves on the board of the San Diego Telecom Council where he is also co-chair of the capital markets special interest group.

About SKY MobileMedia, Inc. - The Power is in the Platform(TM)

SKY MobileMedia is a leading provider of mobile applications software platforms for the wireless handset industry. Headquartered in San Diego, California, SKY has additional development centers in Europe, South Korea, and India. For more information visit, www.skymobilemedia.com

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