

For Immediate Release

Wow, Man: FunMobility Licenses Lava Lamp for Mobile Phones

PLEASANTON, Calif., September 12, 2006 - FunMobility Inc. announced today a partnership with LAVA World International to license the LAVA Brand for mobile phone wallpaper and animated screensavers featuring LAVA Motion Lamp inspired designs. JRL Group, LAVA World's licensing agency brokered the deal.

Lava Motion Lamp is fun and unique content," said Adam Lavine, FunMobility's CEO, "Lava Motion lamps are part of American history, have instant brand recognition and appeal, and have striking visual appeal. We're pleased to be able to add this to our ever-expanding mobile content library."

"We continuously seek out innovative companies to partner with to extend the rich and colorful LAVA Brand experience. FunMobility is one of those companies," stated Lori Janssen, Marketing Manager for Lava World International. "With our whole new line of mobile products including battery operated items like key chains and lamps that plug into your 12-volt power source, we felt promoting the LAVA® brand's mobility with a mobile entertainment company would be inline with our licensing mission of distributing cool products to all ages!"

LAVA Brand cell phone wallpaper is currently available at www.Mlab.com and will be available across all major carriers in Q4 2006.

About LAVA World International, Inc.

Based in the Chicago suburb of Elmhurst, Ill., LAVA World International, Inc. is owned by Haggerty Enterprises, Inc., a privately held, family-owned company. A recognized leader in the novelty giftware industry, LAVA World International manufactures LAVA brand products and distributes novelty items worldwide. In 1965, an American gained the rights to the then-called "ASTRO Lamp" and began marketing it as the LAVA brand motion lamp. In 1976, Chicago entrepreneur Lawrence Haggerty acquired the rights, and the company continues to be the only manufacturer of the LAVA brand motion lamp worldwide.

About FunMobility, Inc.

FunMobility delivers a unique mobile entertainment experience by providing applications and services that enable creativity, personalization, and community-building.

FunMobility's FLEX Mobile Application Platform is comprised of interchangeable modules featuring content, applications, and services supported by proprietary implementation technology. These modules can be deployed as a complete solution, or as stand-alone components that work within a carrier's existing mobile services offering, providing carriers with unparalleled flexibility, greater reliability, and faster time-to-market. FunMobility provides carriers with some of the industry's most popular and successful mobile applications, including Wallpaper Universe™, America's Best Mobile

Pix™, Ringtones Universe™, TrueTones Universe™, Mobile Comics Network™, Personalized Wallpaper™, MyScreenz™, MyTonz™ and FunMobility Animated Greetings™. FunMobility's mobile applications and services are distributed through major carriers across the globe, including, Verizon Wireless, Alltel, Sprint PCS, U.S. Cellular, Cingular Wireless, and many others. FunMobility has achieved an industry reputation for creativity, innovation and reliability, and is considered one of the industry's most unique wireless entertainment companies.

About JRL Group, Inc.

JRL Group, headquartered in Deerfield, Illinois, is a full service licensing and marketing agency specializing in the development and extension of corporate brands, trademarks, and sports properties. JRL Group licensing services include strategic planning, equity analysis, product concepting, administration and royalty management. JRL Group represents a broad range of clients in automotive, retail, sports, and home fashion industries. The company's website address is www.jrlgroup.com