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**New Mobile Entertainment Company – AIR Media Inc. – Bringing Exciting  
BREW™-Based Wireless Applications to Market**

*Company provides sneak preview of upcoming content including classic Grateful Dead  
ringtones at the Mobile Music Conference 2003*

San Francisco based AIR Media Inc. today announced the launch of a company, team and technology that will deliver a wide range of dynamic mobile entertainment applications.

“We are extremely excited to announce our company, management team of industry veterans and our first mobile music applications,” said Stuart Dubey, CEO of AIR Media Inc. “As music publishers and mobile carriers continue taking music artists and brands to the next frontier of wireless, we are well positioned to deliver a new class of revenue generating applications to subscribers around the world. Developing our content for QUALCOMM’s BREW platform enables us to deliver compelling content to a global marketplace quickly and easily.”

AIR’s polyphonic Ringtone Remixer is the first of two applications developed for the Binary Runtime Environment for Wireless™ (BREW) platform and showcased by AIR at the Mobile Music Conference 2003. In addition to using the application to select hit ReMixed polyphonic ringtones, subscribers can access the web based ReMixer service to select and customize their favorite music artist’s songs as polyphonic MIDI and digital audio ringtones, album graphics as wallpaper and music video clips for caller ID’s. AIR also demonstrated DeadRingers™, a collection of classic Grateful Dead polyphonic ringtones. AIR’s forthcoming dynamic media servers and applications will provide media publishers and leading brands with fun music, graphics and location based content developed for the BREW platform.

“AIR Media Inc. is demonstrating the power of the BREW platform and their own innovative AIR technology by dynamically generating optimized media content for BREW-enabled handsets,” said Mike Yuen, director, BREW Developer Relations, QUALCOMM Internet Services. “AIR Media is demonstrating leadership in the wireless space through their development of compelling multimedia applications that users are sure to enjoy.”

QUALCOMM's BREW system provides products and services that connect the mobile marketplace value chain, which includes application developers, publishers, content providers, device manufacturers, operators and consumers.

Publishers and developers worldwide are generating revenue from BREW-based applications and content, and 19 manufacturers have offered more than 90 BREW-enabled device models to consumers. BREW is successfully enabling the commercial wireless data services of many very successful operators, including Verizon Wireless, ALLTEL, Cellular One, Midwest Wireless and U.S. Cellular in the United States, China Unicom, KDDI in Japan, KTF in South Korea, Hutch in Thailand, Telstra in Australia, VIVO in Brazil, BellSouth International in Colombia and BellSouth International Panama.

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#### About AIR Media Inc.

San Francisco based AIR Media Inc. is a privately funded software developer of a dynamic mobile media server platform and mobile entertainment applications. AIR Media Inc. technology and services allow leading media publishers and mobile carriers to deliver revenue generating dynamic entertainment applications to mobile subscribers. AIR Media Inc. is a registered QUALCOMM BREW developer and Sun Microsystems Java developer of media servers and applications. AIR Media Inc. is located at 600 Townsend Street, San Francisco, CA 94103, (415) 278-0812 and on the Internet at [www.airmedia-inc.com](http://www.airmedia-inc.com).

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#### About MMC

MobileMusiCon has been created to bring together high-level executives from labels, carriers, handset manufactures and technologies to network, discuss challenges and opportunities and discover solutions to develop and grow successful, profitable mobile music properties. MobileMusiCon is the premiere forum for senior music industry executives to network, gain knowledge and find solutions for the successful development and execution of a long-term mobile business strategy. Bringing together 100 music, carrier, handset and technology executives for a focused discussion of the challenges, opportunities, models for success and solutions for the successful development and growth of music-based mobile entertainment and services. Featuring key executives from mobile carriers, labels, talent management agencies, technologists, solution providers and artists, MobileMusiCon is the first event of its kind solely focused on the challenges and opportunities for music industry executives seeking to maximize the potential of the mobile market. <http://www.mobilemusicon.com>

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AIR Media Inc. contacts:

D. Harris  
(415) 278-0812 phone  
(415) 255-8246 fax  
e-mail: [pr@airmedia-inc.com](mailto:pr@airmedia-inc.com)