

# **VH1 Mobile Launches New 'Best Week Ever' Game, Subscription Ringtone Service and New iPhone Applications**

## **Video Streams for VH1 Mobile Surpass 2 Million in December, 2008**

NEW YORK, Feb. 11 -- Following its best year ever, VH1 Mobile is launching a new trivia game based on the TV series "Best Week Ever," a new ringtone subscription service and several iPhone applications. VH1 Mobile is also launching a special mobile live chat offering in conjunction with "I Love Money 2" currently airing on VH1.

Additionally, VH1 Mobile has launched a redesign of its popular mobile Web site (m.vh1.com), which gives users access to show episodes and clips, exclusive live performances, photos, VH1 Blog and Scandalist.com posts and mobile applications by typing VH1.com into any Internet-ready mobile device. These launches follow VH1 Mobile's strongest year of growth, as more than 2 million video streams were logged in December, 2008 alone. Video streams for the year increased 93% over 2007 and page views on the mobile Web site grew by more than 580% year-over-year.

New programming, gaming and applications include:

"Best Week Ever Trivia for Prizes" -- VH1's "Best Week Ever Trivia for Prizes" is a trivia game based on the weekly TV series. Like the show, the game is updated every week with trivia based on the latest pop culture news, and features questions based on segments from the previous broadcast, written by the "Best Week Ever" writers. Each day there are three trivia tournaments. The top three scorers of the day win prizes including game consoles and MP3 players. The subscription game is available on Alltel, Boost, Nextel, Sprint and Verizon Wireless. It is scheduled to launch on Virgin Mobile in March.

VH1 Mobile's iPhone Applications -- Upcoming iPhone launches include "VH1 Photos," which will give users the ability to view and share the latest in celebrity photos and "VH1 Sneak Peeks," which will give users access to clips of VH1's hottest shows. Both applications will be available in February.

Additionally, VH1 Mobile's "Watch and Discuss Live Chat" application, which lets users chat in real time with other users about VH1 shows, pop culture, sports, politics or any other topic of their choosing, will launch a special chat offering in conjunction with the new season of "I Love Money 2." Each week, there will be a chat hosted by the castoff from that week's episode during repeats of the show. VH1 Mobile's "Watch and Discuss Live Chat" is currently available on Alltel and AT&T. It will be available on Sprint, Verizon Wireless and on iPhones later this month.

VH1 Mobile's subscription ringtone service offers monthly subscribers ringtones from artists including Kelly Clarkson, Beyonce and The Rolling Stones. Users receive two ringtones and one wallpaper per month for \$5.99.

"Best Week Ever Trivia for Prizes" is developed and published by Twistbox Entertainment, Inc., a wholly owned subsidiary of Mandalay Media, Inc. (OTC Bulletin Board: MNDL). VH1 Mobile's "Watch and Discuss Live Chat" application is developed by Mobui. For more information on these new launches and other VH1 Mobile content visit [VH1.com/mobile](http://VH1.com/mobile).

VH1 connects viewers to the music, artists and pop culture that matter to them most with TV series, specials, live events, exclusive online content and public affairs initiatives. VH1 is available in 95 million households in the U.S. VH1 also has an array of digital channels and services including VH1Classic, VH1 Soul, VH1 Mobile, VH1 Games and extensive broadband video on VH1.com. Connect with VH1 at [VH1.com](http://VH1.com).

SOURCE: VH1

02/11/2009

CONTACT: Erica Cantwell Sahin of VH1, +1-212-846-3683,

[Erica.Cantwell@VH1.com](mailto:Erica.Cantwell@VH1.com)

Web Site: <http://www.VH1.com>