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Mogreet, Fox Mobile Entertainment Forge Deal for Fox Searchlight Mobile Video Messages

Mobile Video Greetings Offer Humorous Video Clips, Unforgettable Movie Quotes and Bizarre Facts Based on Popular Fox Searchlight Films



December 22, 2008: 09:00 AM ET

Mogreet, the first mobile video messaging company in the U.S. market, and Fox Mobile Entertainment, a leading mobile content provider for wireless carriers and consumers, today announced a licensing agreement enabling the former to produce mobile video messages based on select hit films from Fox Searchlight Pictures, including "Napoleon Dynamite," "Juno" and "Sideways," as well as to develop and publish several promotional mobile greeting cards based on other Fox Searchlight films.

Mogreet brings together the engagement of video with the personalization of text, by enabling senders to customize mobile video greeting cards to suit any occasion. This deal will add more than 50 different memorable clips from Fox Searchlight films to Mogreet's diverse catalog of over 3,000 video message greetings.

"We're excited about this opportunity to creatively extend some of our most memorable and popular brands beyond the big screen and into the mobile medium," said Jonathan Ross, Director of Distribution & Strategy for Fox Searchlight Pictures. "The deal with Mogreet is another step forward in our commitment to maximizing distribution of our content across all media."

Mogreets are delivered by MMS where available, or as an attachment to an SMS text message. Mogreet compresses video files to 100K or less, making transmission of the message effective and reliable. Currently, Mogreets can be sent in one of three ways: from the company's website at www.mogreet.com; directly from a mobile device; and through "video greetings" applications on Facebook and MySpace.

The company is compliant with the Mobile Marketing Association's guidelines for premium text messaging by asking a first-time recipient to opt-in in order to receive the content. Prices range from free ad-supported mobile greetings to premium content priced at \$.99 per message. Subscription-based pricing models are in development.

About Mogreet, Inc.

Based in Venice Beach, CA, Mogreet, Inc. was founded in 2006 as the first mobile video messaging company in the U.S. market. A 'Mogreet' is a short video message for birthdays, holidays, special events and everyday sentiments, which are sent to and from mobile devices via MMS or SMS delivery. Mogreet, Inc. works with leading global wireless carriers, handset manufacturers, content partners and websites to enable the interoperable delivery of its innovative texting product. For every message, there's a Mogreet. Visit www.mogreet.com for more information.

About Fox Mobile Entertainment

Fox Mobile Entertainment (FME) is a leading mobile content provider for wireless carriers and consumers, providing mobile content in all forms from top FOX TV shows such as "24," "Prison Break," "The Simpsons" and "Family Guy," and from films such as "Alien vs. Predator," "Live Free or Die Hard," "Ice Age" and "Napoleon Dynamite." An industry pioneer, FME created the now-pervasive term Mobisodes Series, defining short episodic programming designed exclusively for mobile phones, and was integral to the introduction of American Idol's text-message voting system. Additionally, the Company runs mobile video channels on all major U.S. carriers.

Fox Mobile Entertainment is a unit of Fox Mobile Group, the mobile content industry's largest vertically integrated company. Headquartered in Berlin, Germany and Beverly Hills, CA, Fox Mobile Group is

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About Fox Searchlight Pictures

Fox Searchlight Pictures is a specialty film company that both finances and acquires motion pictures. It has its own marketing and distribution operations, and its films are distributed internationally by Twentieth Century Fox. Fox Searchlight Pictures is a unit of Fox Filmed Entertainment, a unit of Fox Entertainment Group.

Note to Journalists: to obtain art assets or background information on Mogreet, please visit the Press FTP site at: ftp.mogreet.com.

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