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‘JIVJIV STORES’ RINGS IN “NEXT BIG THING” IN CELL PHONES

Jivjiv Launches New Marketplace Linking Artists And Audiences

Arlington, MA. April 1, 2005. Jivjiv Corporation (<http://jivjiv.com>) today announced the opening of Jivjiv Stores, a first of its kind web-based storefront from which content creators and providers can create and sell cell phone ringtones and graphic wallpapers directly to consumers for use on their mobile phones. This offering gives artists, musicians, photographers—as well as their agents and producers—a unique and cost effective opportunity to market original content directly to the burgeoning population of cell phone users. The stores are completely free to set up and operate - Jivjiv takes only a small percentage of the sale price when items are purchased.

“We are looking at a revolutionary development for the mobile phone content industry,” said Jivjiv’s CEO Joshua Wachs. “*Jivjiv Stores* make two very significant advances to the functionality of a cell phone. First, we have established a unique marketplace that provides our customers with immediate access to next generation marketing. And, second, our friendly storefront introduces previously unaffordable marketing and sales opportunities to artists and businesses that create or produce music, photography, and other forms of arts and entertainment.”

In 2003, ringtones alone exceeded over US\$100 million in sales. Last year that amount more than doubled to US\$245 million. In 2005, sales are projected to reach US\$500 million, and there are predictions that the ringtone market will double again in 2006.

Jivjiv Corporation was launched in 2004 by three technologists whose experiences in both business and technology attracted them to the exploding cell phone market.

The founders saw the business potential in cell phone personalization through technology that could enable cell phone users to house and reflect their passions. Until the debut of *Jivjiv Stores*, Jivjiv focused exclusively on direct sales of ringtones and graphics to cell phone consumers—providing a targeted selection of popular titles as well as original works. With the launch of *Jivjiv Stores*, however, the company is looking to change the face of the cell phone content industry.

“*Jivjiv Stores* are open for business,” said Wachs. “We invite anyone with original songs or graphics to publish their own material and sell it directly in the ringtone marketplace—perhaps the fastest growing market in the US. Musicians and visual artists can market their own work, simply, directly, and powerfully—and they can leave the technology to us.” Wachs predicts that the business benefits for artists will be obvious and measurable. “This outreach process can reduce marketing expenses dramatically, and have the added bonus of saving time and energy to focus on art and creativity.

What Do *Jivjiv Stores* Do?

- **Provide a direct link for fans to get original works from their favorite artists**—a song heard at a club the night before, a picture at an art show, or even a photograph from a wedding
- **Enable artists who market themselves to have immediate access to their fans**—a low-budget opportunity to generate an untapped revenue stream
- **Allow the store ‘operator’ flexible options to set any price above a minimum base price for content.** For example, if the base price for a song is \$0.99, anything the operator charges above that price is a direct profit, (less a small percentage for processing).

What Artists Are Saying

“I’ve just created my store called “*Dis_We_Shack*—Unique Tones and Graphics with a Caribbean Flair,” said Derek Burrows, musician, storyteller, photographer,

and web and graphics designer. “This website is a terrific upgrade of my ability to market myself—which I do exclusively. I now can offer my own creative sounds and graphics for fans to add to their cell phones—and people are really excited about this! I have another web-based outreach to presenters, and I can make some money doing this in a growing marketplace where I’ve never been seen.” Burrows added: “I also love what *Jivjiv Stores* will do for artists because the unbelievably high costs of getting any recognition and exposure knocks out so many fabulous ‘independents.’

John Magee, writer and lead singer of *The Scrimshanders*, a popular Boston ‘bar band,’ likes having the option to get music and photographs to his fans' cell phones on demand. “I can upload our newest song in MP3 format and literally, in a couple of minutes, *Scrimshanders* fans can get our songs, and even photos from shows or album covers.” Magee thought *Jivjiv Stores* would make a big difference to local musicians across the country, who typically have no publicity resources besides word-of-mouth.

Founding member of the Boston-based band *The XO's*, Rachel Goldsmith thinks this is a great way to get more exposure for an up and coming band. “Since independent bands will do just about anything for more airplay, nothing makes more sense than *Jivjiv Stores*. Not only is it free, but it can actually bring in some cash.”

Gene Cotton has recorded thirteen albums to date and has numerous hit singles over his 40-year career. He’s appeared on Dick Clark’s American Bandstand, the BBC’s “Top of the Pops”, and VH1, as well as other TV specials. In all his years in the music entertainment industry, he’s never seen such a new medium like ringtones take off. “While the advent of digital music continues to be a huge change for the music industry, ringtones are allowing listeners to express themselves in a way never seen before. And now that Jivjiv has created their innovative delivery technology, everyone can share their music while generating revenues as the same

time. Bottom line: This stuff is cool.”

About Jivjiv, The Mobile Fun Provider

Jivjiv was founded in 2003 by three technologists (aka geeks) who love gadgets and love their cell phones. With backgrounds including work with Apple Computer, Sun Microsystems, AT&T Labs, Scout Electromedia, and Natural Intelligence, and with degrees in Electrical Engineering, Computer Science, Mass Communication, and Civil Engineering, the Jivjiv team is uniquely qualified to tackle the world of cell phone content and become the default Mobile Fun Provider(sm). Jivjiv will continue to provide unique content while expanding the reach of *Jivjiv Stores*—The Engine of Revolution in the Cell Phone Content Industry.

Jivjiv is currently privately funded. Investment inquiries should be sent to:
investors@jivjiv.com.

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