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ClearSky Mobile Media Selects Crux Communications as Agency of Record

San Diego, CA – November 1, 2006 - Crux Communications, a PR and marketing communications agency focused on the telecom and datacom industries, today announced that ClearSky Mobile Media has retained the firm as their PR and marcom agency of record.

Working directly with the executive management team of ClearSky Mobile Media, Crux Communications will play an integral role in helping the company to leverage their legacy as an innovator in the mobile media, data and entertainment market. Lead by Charlotte Rubin and Kym Heisler, Crux Communications will provide first-rate communications services such as media and industry analysts programs, market positioning, as well as strategic counsel on branding and messaging.

ClearSky Mobile Media selected Crux Communications because of their in-depth knowledge of the mobile market. "From our first meeting with Crux Communications, I was very impressed by their understanding of our business and the space that we are in," says Dean Fresonke, CEO and founder of ClearSky Mobile Media. "Being able to delve deep into our offering and industry was key for us when choosing an agency. Because of Crux's proven expertise in telecommunications, both domestically and internationally, we are confident that this relationship will help us to achieve our aggressive marketing and PR objectives."

ClearSky Mobile Media is redefining how wireless data can be applied to the mobile media market in order to facilitate revenue growth, brand exposure and richer content. With its innovative, high-quality portfolio of mobile data and entertainment solutions for carriers and MVNOs, ClearSky Mobile Media is providing relevant, market-specific, mobile content solutions to the mobile media marketplace. Since 1995, ClearSky Mobile Media has pioneered mobile data offerings with its carrier-grade one-stop-shop that includes downloadable content, mobile web browsing, MMS services and managed data services across all wireless technologies. Today, ClearSky Mobile Media supports 60 million subscribers with content through its carrier customer base.

Commenting on the engagement, Crux Communications' Managing Director Charlotte Rubin notes, "Our goal at Crux Communications is to take a realistic approach with our clients' PR and marketing communications strategies, whether

they be local or global initiatives. ClearSky is driving and redefining the mobile entertainment marketplace and we are excited to be aligned with a company with a proven track record of mobile data and entertainment solutions as well as helping them launch new innovative business models.”

About Crux Communications

Crux Communications is a full-service PR and marketing communications agency, focused on providing communications services to the telecom/datacom industry. Crux Communications specialize in business-to-business communications bringing together messages, audiences and channels in order to create synergies that will multiply the overall communications impact. With extensive experience managing and implementing communications programs across the globe, Crux Communications works with clients ranging from start-up organizations to Fortune 500 companies and has expertise in a broad range of PR, marcom, branding and marketing disciplines.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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