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Crux Communications Chosen to Moderate Panel at the 2007 MVNO Summit

Industry panel to discuss hot topics such as innovative strategies and new emerging trends for MVNOs

January 29, 2007 Orlando, Florida - ClearSky Mobile Media, Inc., a leading provider of mobile data and entertainment services, has assembled a power-packed group of industry luminaries to discuss emerging trends and innovative new strategies impacting the MVNO industry at the 2007 MVNO Summit, January 31, 2007, at the Loews Ventana Canyon Resort in Tucson, Arizona. The focus of the panel is on user-generated content, branding, location-based applications, m-wallets, mobile payments, mobile advertising and more.

“To succeed as an MVNO requires a combination of wireless experience, technology and creative operative thinking,” says panelist, Linda Martin, principal and EVP of PC Management. “The ability to differentiate is vital for winning subscribers. I believe the most innovative MVNOs – those with business models for the emerging fixed mobile convergence space, relevant and attractive data and content offerings, SIM card applications and international and roaming capabilities -- will be tomorrow’s winners,” Linda Martin continues.

Nicholas Aldi, CFO/COO of Telispire, also a panelist, adds “I am looking forward to speaking on the topic of emerging trends and innovative strategies. As an MVNO, we have to ensure that we are competitive and on the forefront of offering unique, differentiating post- and pre-paid services. I believe m-wallets and other mobile commerce enablers will be key in tomorrow’s mobile environment.”

The panel will tackle hot topics such as MVNO market launch, turnkey services, empowering the local brand and the path from incumbent carrier to Mobile Virtual Network Enabler (MVNE). The panel will take place at the MVNO Summit on Wednesday January 31st at 9:00 AM and will be chaired by Dean Fresonke, CEO of ClearSky Mobile Media and moderated by Charlotte Rubin, principal of Crux Communications, a telecom-focused PR and marketing communications agency.

Dean Fresonke says “ClearSky Mobile Media is excited to participate along with market visionaries like PC Management and Telispire. I believe mobile advertising, location-based

services (LBS) and user-generated content are three areas that will represent a paradigm shift for the mobile marketplace moving forward. Mobile advertising will enable new entrants to the mobile industry to develop new revenue streams, while providing subscribers with new and attractive services. LBS will not only add map services, but also create new advertising opportunities and enterprise solutions. Finally, we expect user-generated content to experience similar success in the mobile environment to what we have seen with MySpace and YouTube on the internet.”

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.

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