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**R4 Mobile Announces U.S. Industry First for Interactive Mobile Marketing Services**

*Sprint First U.S. Carrier to Deploy R4 Mobile Technology to Engage with Its Subscribers*

**SAN DIEGO, CA – October 16, 2007** – R4 Mobile announced its partnership with Sprint to deploy mobile applications leveraging R4 Mobile’s Interactive Marketing and Merchandising Platform™. R4 Mobile’s technology enables rapid and seamless integration of dynamic marketing interactions within content, such as mobile games. As the first U.S. carrier to deploy such service, Sprint is uniquely able to engage directly with its subscribers through marketing campaigns, market research surveys, raising awareness to other exciting Sprint services by cross-selling and up-selling, and enabling viral capabilities - all from within the mobile application.

“Our carrier partners are pursuing innovative means to get closer to their subscribers. At R4 Mobile, we provide the tools to create such real time engagements within mobile applications without any work by the carrier or its publisher partners, stated David Buckley, CEO of R4 Mobile. “The intelligence provided through our platform allows carriers to drive brand affinity and to raise awareness of premium content. As our first carrier deployment, Sprint has shown its leadership to better understand its subscribers’ needs and make it easy for its consumer to discover and share Sprint products and services.”

The R4 Mobile Interactive Marketing and Merchandising Platform provides capabilities that can be modified in real time including:

- Full-page graphics, banners and links
- Multiple methods for interactive consumer feedback
- Dynamic merchandising links
- Easy-to-use content sharing tools
- Configurable content licensing services

“We believe that relevance-based, interactive marketing around mobile applications will drive new consumers to try, enjoy, and purchase mobile content as well as provide feedback to Sprint and its partners. Learning more from subscribers and making it easy for consumers to purchase premium content is a win for all partners in the mobile content ecosystem,” explained David Buckley. “We pride ourselves on several innovations regarding our patent-pending platform including rapid time to market and scalability. We can automatically integrate our solution into completed application builds in a matter of minutes.”

#### **About R4 Mobile, Inc.**

R4 Mobile is the leader in interactive mobile marketing and merchandising solutions. Based in San Diego, California, R4 Mobile provides highly scalable, rapidly deployable solutions for carriers, portals, and content publishers to engage consumers, to grow consumption of premium mobile content, and to drive marketing revenues. For additional information, email [info@r4mobile.com](mailto:info@r4mobile.com).

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