

9 Squared Announces Launch of Latin Music-Focused BREW(R) Application

SAN DIEGO, June 1 /PRNewswire/ -- 9 Squared, Inc., a MonsterMob Group Company (GB:MOB) and leading mobile media solutions company, today announced the launch of its latest real music ringtone application, Musica Real. This mobile application focuses on distributing Latin-based music content from major and independent recording artists to BREW handsets. Musica Real launched today with Alltel, Cellular South, Centennial Puerto Rico, Midwest Wireless and Cricket. Additional launches are scheduled for other wireless carriers in North, Central and South America. 9 Squared will showcase its products at booth #61 at the BREW 2006 Conference, being held May 31 - June 2 in San Diego.

Musica Real enhances the user experience when downloading mobile content with features that include quick loading previews, smart navigation and multi-language functionality in English, Spanish and Portuguese. Musica Real is continuously updated with new content and the menu structure is updated weekly to promote featured artists and topical categories.

9 Squared completed deals with major and independent recording labels to offer the real music ringtones from the hottest artists from Latin music genres including:

* Reggaeton -- Daddy Yankee, Tego Calderone, Don Omar * Latin rap -- Voltio, Vinny Blessed, M.R.P * Latin pop -- RBD, Sergio Mendes, Pesado * Rock en Espanol -- Paulina Rubio, El Tri, Cafe Quiiano * Salsa -- Pedro For President, Tito Puente, Eddie Palmieri * And more. . .

"The Hispanic market accounts for a significant percentage of ringtone users, the numbers for which recently catapulted because of the breakthrough of Reggaeton and other new genres of music," said Brian Casazza, CEO of 9 Squared. "We are excited to extend our offering to this growing market both domestically and internationally."

The BREW solution drives the discovery and delivery of data services. BREW subscribers benefit from several offerings, which include: uiOne(TM) for rich, integrated and dynamic user experiences with fast access to high revenue services on wireless devices; deliveryOne(TM) for differentiated and tightly integrated, operator-managed support and delivery of advanced wireless data content and services; and marketOne(TM) for a quick-to-market, hosted, scalable content delivery service that includes media titles, flexible management and monetization, content provider settlement and business intelligence services. QUALCOMM offers this comprehensive set of BREW offerings to meet the needs of companies delivering mobile products and services around the world.

About 9 Squared Inc.

9 Squared, Inc., a subsidiary of UK-listed global content provider MonsterMob Group PLC, is a global leader in developing and aggregating entertainment-related content for wireless carriers, retailers and media companies in North America, South America, Eastern Europe, China, and Southeast Asia.

Equipped with an extensive catalog of premium content and vast distribution channels, 9 Squared offer compelling solutions for entertainment companies interested in extending their branded content properties to mobile phones. 9 Squared offers turnkey solutions that bridge media and entertainment companies to the explosive wireless and mobile media industries.

MonsterMob proprietary technology and branded applications allow for delivery to more than 870 million individual handsets on CDMA, TDMA, and GSM networks utilizing protocols such as J2ME, SMS, MMS, WAP, and BREW.

NOTE: Musica Real is a trademark of 9 Squared, Inc.

QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated. uiOne, deliveryOne and marketOne are trademarks of QUALCOMM Incorporated. All other trademarks are the property of their respective owners.

9 Squared, Inc.

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