



- FOR IMMEDIATE RELEASE -

FUNMOBILITY PARTNERS WITH GAMECHANGER MEDIA *Companies to Develop and License Four Little League® Mobile Applications*

PLEASANTON, CA F 22, 2011 – [FunMobility](#), a leading mobile social entertainment company, today announced a partnership with NY-based GameChanger Media, the makers of [GameChanger](#) applications that allow parents and fans to generate and display real-time game updates, box scores, and stats for his or her favorite sports teams. The two companies are partnering in association with Little League International, the world’s largest youth sports organization, to develop and distribute Little League® Scorekeeper, Live Game Viewer, 2011 L L R , and 2011 Little League® Cardmaker.

“Being involved in sports is one of the most popular ways Americans make use of their idle time,” said Adam Lavine, CEO of FunMobility. “Whether you’re a Little League coach who’s keeping tabs on a rival baseball team or a mom who can’t make it to her son’s game, the app proves itself to be useful.”

Available on the [Apple App Store](#), the [Google Android Marketplace](#) and Verizon V CAST, this simple, yet powerful tool enhances the Little League Baseball® experience for coaches and scorekeepers, and includes live streaming pitch-by-pitch updates and box scores that can be viewed by parents and fans directly from their smartphone.

“Little League International is strongly committed to adopting new technologies that will enhance the Little League experience,” said Steve Keener, President and CEO of Little League International. “We’re raising the bar once again to enhance the game experience and create greater engagement for parents and fans by adopting this mobile technology.”

Little League® Baseball and Softball is the world’s largest organized youth sports program, with nearly 2.7 million players and one million adult volunteers in every U.S. state, as well as

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- **L L S** lets coaches and scorekeepers at the field record play-by-play action using the app's simple drag-and-drop interface
- **L L L G V** streams live play-by-play updates generated by the scorekeeper app, so fans anywhere in the world can follow the action
- **2011 L L R** is a mobile rulebook, complete with the diagrams, search, and bookmarking, for all of the Little League divisions, and includes baseball, softball, and challenger rules
- **2011 L L C** provides a fun way to create custom Little League trading cards, and email it to your friends and loved ones, or post it on Facebook!

- MORE -

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Established in 1999, FunMobility is a mobile social entertainment company that lets people share, play and connect through their mobile devices. FunME, FunMobility's Mobile Engagement platform, is an integrated suite of applications and proprietary technologies that provide new forms of monetization and distribution and literally enable brands to "join the conversation" with consumers. FunChat, FunMobility's groundbreaking free smartphone app, is the first product to seamlessly blend chat and games with popular new features including photo pranks, contests, virtual goods and virtual currency. Engage, Express. Enjoy!

Please visit <http://www.funmobility.com> to learn more about the company and products.

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