FREEAPPADAY (FAAD) GAMIFIES 6MM+ MOBILE COMMUNITY WITH LAUNCH OF NEW FUNCHAT-POWERED iPHONE APP

FreeAppADay commemorates launch by offering Zombie Gunship, one of the year's top-selling mobile games, free for users who download the new 'FAADChat' app

PLEASANTON, Calif., and SANTA MONICA, Calif., – Dec. 6, 2011 – FunMobility (http://www.funmobility.com), a leading mobile social entertainment company, and FreeAppADay.com (FAAD), a leading iPhone application discovery platform, today announced the launch of a new mobile application created specifically for the FAAD community, and powered by FunMobility's FunChat Mobile Engagement Platform™. As part of the launch, FAAD announced it is offering Zombie Gunship, one of the best-selling mobile games of 2011, for free with download of the new FAADChat application.

The FunChat Mobile Engagement Platform is a compelling way for brands and services to engage and monetize their audience via enhanced chat, community rewards, a pranking engine and more. The new FAAD application enables more than 6 million FAAD users to directly interact with each other, discuss new app releases, and earn FAADGold virtual currency through the FunChat Mobile Engagement Platform's proprietary reward and achievement system. By adding 'gamification' elements, FAAD also benefits from increased viral reach, greater user retention, and the creation of new revenue streams.

"FreeAppADay has built a very loyal audience by executing on a brilliant concept: working with game developers to give away their apps for free for a limited period," said Adam Lavine, CEO of FunMobility. "Their new FunChat-powered iPhone app gives them additional ways to monetize their offerings, while providing a more fun and engaging experience for fans."

FAAD's new gamified mobile app enables users to:

- Meet, chat and engage with other FAAD community members
- Earn "FAADGold" virtual currency to purchase customized chat bubbles and avatars
- Earn achievement badges and rewards for being an active FAAD member
- Send in a "daily wish" to help FAAD decide which apps to make available for free
- Get up to five paid apps for free posted daily
- View a showcase of the most popular paid apps with trailers and screenshots
- Share their favorite apps with friends
- Get a one-stop shop to discover the best free and paid apps

The FreeAppADay.com (http://www.freeappaday.com) application currently reaches more than six million iOS users daily via push notification, and millions more worldwide are retrieving FreeAppADay-promoted applications via FAAD's dedicated Twitter feed and Facebook page.

"FunMobility is pioneering mobile social engagement company and they were our first choice for helping us with this important project," said Joe Bayen, CEO and co-founder of FAAD. "They delivered faster than we could have hoped. Our new FunChat-powered app will allow our users to play, chat, and discover great apps with each other like never before. We are also excited to offer Zombie Gunship, one of the great games of this year, for free with download of the new FAADChat app."

To download the new FAADChat app, please visit http://funmobility.com/faadchat.

About FunMobility

Established in 1999, FunMobility is a mobile social entertainment company that lets people share, play and connect through their mobile devices. The FunChat Mobile Engagement Platform™ is an integrated suite of applications and interactive mobile widgets that provide new forms of monetization and distribution, and literally enable developers and 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!

Follow us on Twitter, friend us on Facebook, or visit http://www.funmobility.com to learn more about the company and products.

About FreeAppADay

FreeAppADay.com is a social networking website built to facilitate iPhone application discovery, as well as offer a centralized location for iPhone enthusiasts and developers of polished iPhone applications. Learn more at http://www.faad.com.

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