FUNCHAT™ BOLDLY GOES WHERE NO APP HAS GONE BEFORE!

FunMobility Launches World's First Cross-Platform App Combining Chat, Multiplayer HTML5 Gaming, Pranking and Virtual Goods in One Application

PLEASANTON, Calif. – June 16, 2011 – FunMobility, a leading mobile social entertainment company, today announced the North American launch of FunChat™, the world's first cross-platform chat, gaming and pranking smartphone app. FunChat seamlessly blends chat, multiplayer HTML5 games, FunGold™ virtual currency, rewards, and achievements into one free application that allows iPhone, iPod Touch, and Android users to play and interact together in real-time. FunChat also features the world's first mobile pranking engine where users can push audio pranks to smartphones even if the phone is in standby mode.

FunChat comes packed with 'Chattitude™', which lets users personalize their chat experience with neo-anime avatars, distinctive chat bubbles, and a catalog of virtual goods suited for every personality, mood or occasion – either in a public party room or with friends in private. Current FunChat features include:

- **Cross-platform HTML5 multiplayer gaming:** A broad variety of multiplayer arcade games including concentration, carnival duck shooting, match-3, racing, and more – all built in HTML5 and optimized for iPhone and Android devices
- **World's first mobile pranking engine:** pranks ranging from wolf whistles to Bronx cheers, and angry pigs to rubber duckies. Pranks can be sent to unsuspecting friends' phones and are instantly delivered – even if FunChat isn't running!
- **FunGold virtual currency, virtual goods, rewards and achievements:** FunChat users earn FunGold virtual currency for every action taken, which can be redeemed in-app for virtual goods and prizes such as avatars, advanced chat bubbles, in-game items and pranks.

According to a recent [CTIA study](#), mobile consumers in North America send over 187 billion text messages per month, and media firm [ScreenDigest](#) estimates consumers will spend a staggering $7.8 billion on mobile games by 2014. FunChat is the first mobile app to simultaneously address these two huge markets by combining chatting and texting with social gaming and gameplay mechanics. Chatting and texting in FunChat are completely free, and top chatters and gamers earn achievements to win FunGold, and unlock virtual prizes that enhance their overall mobile chat and play experiences.

"A key ingredient to the 'secret sauce' behind FunChat lies in our HTML5 multiplayer game engine that enables high-quality games to be played concurrently between native iOS and Android clients and browsers," stated Adam Lavine, CEO of FunMobility. "This proprietary game engine is part of our extensible FunChat Mobile Engagement Platform which allows developers to easily make open-standard HTML5 games that run on both the iOS and Android platforms, offering consumers new ways to share, discover, and play together in real-time."

FunChat is available as a free download on the [Apple App Store](#) and the [Google Android Market](#). Follow us on [Twitter](#), like us on [Facebook](#), and get your 'Chattitude' on today at http://www.funchat.com!

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About FunMobility
Established in 1999, FunMobility is a mobile social entertainment company that lets people