



News Release

-- FOR IMMEDIATE RELEASE --

TEEN MOBILE DEVICE USAGE SKYROCKETS IN 2011 FINDS FUNMOBILITY INFOGRAPHIC
New Infographic Highlights Growth of Data Usage, Text Messages, Gaming and Mobile Apps by Teens

March 27, 2012 – Pleasanton, Calif. – FunMobility Inc. (www.funmobility.com), a leading mobile social entertainment company, recently announced "Generation OMG: How Teens Use Mobile Devices" - an infographic pinpointing the increased teen cell phone usage of data, text messages, mobile apps, gaming and overall time spent on mobile devices. Teen data usage tripled last year, a fact first brought to light in a recent report, "New Mobile Obsession: U.S. Teens Triple Data Usage," from Nielsen showing that in 2011 teens ages 13-17 used an average of 320MB of data per month on their cell phones – an increase of 256 percent from 2010. The FunMobility team extracted further surprising mobile trends in a recent survey of its FunChat and FAADChat application users. The survey found teens are spending more time on mobile devices than any other media device, and 40 percent are spending more than four hours per day on their mobile devices. FunMobility conducted the survey to shed light on exactly how teens are using mobile devices.

The infographic showcases the increase year over year, citing that 76 percent of survey respondents said they are spending more time on mobile devices compared to the previous year. The infographic also presents how they are using their devices. The top four things people do on their mobile devices are: text message or chat, download apps, play games, and browse the Internet.

"With so many conversations happening today around teen cell phone usage, the increase of teen gaming, and of course carriers raising rates for data usage, we felt it was particularly timely to uncover how our users are spending time on mobile devices," said Daniel Pfeiffer, VP Marketing for FunMobility.

Teens are sending and receiving an astonishing number of text messages, the number of text messages (SMS and MMS) exchanged monthly per teen hit 3,417 in the third quarter of 2011. Also noteworthy, female teens are using text messages 28 percent more frequently than male teens. The infographic also highlights the increasing trend of using mobile apps, the average teen has 25 apps installed on their device, with 33 percent of respondents citing more than 40 apps installed. When it comes to gaming, they are playing games on mobile phones more than any other device and they are spending at least an hour per day gaming.

"We conducted this real time survey of our users to better understand the preferences and usage patterns of our demographic in order to deliver a more relevant and compelling service," continued Pfeiffer. "In light of these statistics we can implement product features and campaigns that align with how our audience is actually interacting on our mobile engagement platform."



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Methodology:

Data was gathered from Nielsen's December 2011 report "New Mobile Obsession: U.S. Teens Triple Data Usage" and FunMobility Inc.'s real time survey of users on the FunChat Mobile Engagement Platform, with over 10,500 respondents between November 2011 and February 2012. The survey reached users while they were actively using the FunChat and FAADChat mobile applications, both of which utilize the FunChat Mobile Engagement Platform™, a proprietary technology that employs a flexible HTML5 and native code hybrid solution allowing for real time interaction and engagement. 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.

For more information and to view the infographic visit <http://blog.funmobility.com/2012/03/27/teen-mobile-deviceusage-skyrockets-in-2011-infographic>. Follow FunMobility on [Twitter](#), [Facebook](#), or visit www.funmobility.com to learn more about the company and products.

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!

About FunChat

FunChat (www.funchat.com), created by FunMobility, is 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 application, allowing iOS 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. To download FunChat visit <http://www.funchat.com/fcpromo1/?id=8oEP>.

About FAADChat

FAADChat, created in partnership between FunMobility and FreeAppADay.com (FAAD), is a leading iPhone application with more than 6 million FAAD users. The application allows 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.

Media Contact: Allison Baloglu, Public Relations for FunMobility, Inc.
allison@funmobility.com