



- FOR IMMEDIATE RELEASE -

**CLEARSKY AND EBUDDY PARTNER TO FACILITATE WHERE AND HOW PEOPLE INSTANT MESSAGE**

**ClearSky Mobile Media Aligns with Global Mobile IM Leader, eBuddy**

**ORLANDO, FL – April 1, 2009** – ClearSky Mobile Media, a leading provider of managed services and content to wireless providers, and eBuddy, a global leader in IM access technology, today announced plans to bring Mobile Instant Messaging (MIM) to more than two million mobile consumers serviced by ClearSky through their large group of regional carriers.

Fascination with instant messaging applications – such as AIM and MSN – continues to grow among millions of worldwide consumers, and the demand for mobile instant messaging has skyrocketed. ClearSky’s MIM service allows consumer access to all major IM networks from their phones, creating an extension of the PC-chat environment. eBuddy allows subscribers to chat on their handsets with anyone they currently chat with on their computers. Due to the built-in mobile Web interface, MIM works on virtually all mobile phones.

MIM offers the carrier numerous benefits, including:

- Increased demand for mobile Internet access by leveraging the popularity of IM on the desktop
- Connection to all major IM networks through an easy-to-use, feature-rich service
- A new, incremental monthly revenue stream from recurring subscriptions

“Consumer demand for eBuddy’s MIM service is high, and with more than 70 million users in the eBuddy database, we expect to see high demand amongst our carrier clients as well,” said ClearSky Executive Vice President of Sales and Marketing, Tony Tagliareni. “eBuddy is the leading independent global MIM leader and the North American market is a key part of our global strategy. We’re pleased to partner with an innovative company such as ClearSky Mobile Media,” adds Jan-Joost “JJ” Rueb, CEO and co-founder of eBuddy.

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**About ClearSky Mobile Media**

Since 1995, ClearSky Mobile Media has pioneered mobile data offerings and entertainment solutions with its carrier-grade, private-branded portal that includes downloadable content, mobile web browsing, MMS, and managed data services across all wireless technologies. With its innovative, high-quality portfolio of mobile

data and entertainment solutions for carriers and MVNOs, ClearSky provides its unique mix of mobile data services and mobile content to a combined subscriber base of more than 60 million. To learn more about ClearSky Mobile Media, visit [www.csky.com](http://www.csky.com).

### **About eBuddy**

[eBuddy](#) created the world's first independent, web browser-based IM service in 2003 and extended the service to mobile in June 2007. eBuddy is available in 37 languages, and its patent-pending technology enables more than 18 million unique monthly visitors with AIM, Facebook, GoogleTalk, ICQ, MySpace, MSN Windows Live Messenger and Yahoo! IM accounts to chat free of charge in one interface without having to download or install any application. eBuddy offers two versions of its mobile IM client, the popular J2ME version, [eBuddy Mobile Messenger](#), and the mobile Internet browser version, [eBuddy Lite Messenger](#), and is one of the world's most popular and fastest growing MIM services with nearly 4.5 million unique monthly users. eBuddy is based in Amsterdam with additional offices in London and San Francisco, and is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more at <http://www.ebuddy.com>.

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