

Andy Oliver / Amy White

LEWIS PR for Emotive

310-407-5186

emotive@lewispr.com



Emotive Communications Closes Series-B Funding of \$6.25M; Acquires Sennari Entertainment

Provides further resource to develop and market mobile products

for the Always-On Generation

Los Angeles, CA – December 10, 2008 – Emotive Communications, the pioneer in developing smart media applications for mobile entertainment, has completed its second round of venture capital financing. The Mayfield Fund led the \$6.25M cash injection, with follow-on investments by D. E. Shaw Ventures and Bertelsmann Digital Media Investments (BDMI). BDMI is a wholly owned subsidiary of Bertelsmann AG, a leading international media company. In addition, Emotive is announcing its acquisition of Sennari Entertainment, a leading developer of telecom-grade networked mobile games.

Emotive's investors looked beyond current economic challenges to support a compelling early market opportunity in advanced IP networks, including 3G, 4G, LTE, WiMAX and smart phones, with a steady transition to a mass market opportunity.

The Sennari Entertainment acquisition gives Emotive access to the Sennari mobile CRM and loyalty platform. Sennari has an extensive international track record in prize-play gaming, micro payments and virtual currency transaction, like digital award redemptions.

Sennari's gaming platform combines with Emotive's RingJam real-time phone-to-phone push media solution to provide an advanced mobile application suite that makes entertainment media networking more instantaneous, interactive and rewarding. Building on its legacy of innovation in the mobile personalization, entertainment and push-media telephony, Emotive will employ its expanded capabilities to reach into new markets.

“Series B is further recognition that Emotive has defined an interesting niche in developing interactive products for media phones and smart networks,” said Anthony Stonefield, CEO of Emotive Communications. “Emotive is meeting the demand of the Always-On Generation for constantly-connected smart applications that provide instant interactive entertainment and communication through personal social networks. The acquisition of Sennari is a strategic move to deepen our expertise and effectiveness in this market.”

“Mayfield sees in Emotive a solid combination of management talent, product vision and market opportunity. In accordance with Emotive management’s legacy, the company is at the forefront of the next wave of networked applications that connect mobile subscribers in increasingly valuable ways,” said Janice Roberts, Mayfield managing director. “With its proven track record of innovation and the acquisition of Sennari Entertainment, Emotive is poised to be a global leader in next-generation interactive entertainment and media networking for advanced mobile networks.”

Emotive has its patented push-ringtone product, RingJam™, in pre-deployment trials with major wireless carrier networks in the US, Spain, Italy and the Philippines. For further information, please visit www.emotive.com

About Emotive Communications

Headquartered in Los Angeles, Emotive is an innovative technology company with a legacy of envisioning, developing and providing managed application services for emerging IP communication networks. Emotive’s consumer applications drive new revenue from media communication transactions across mobile and online channels. RingJam™, the company’s real-time phone-to-phone push media product introduces active social media networking by deploying a “push ringtone” for 3G networks. The company’s PrizePlay mobile gaming system offers a unique interactive entertainment experience, featuring automated player registration, pay-per-play and tournament gaming, as well as prize catalogs with online prize redemption. Emotive was founded by the original management of Moviso (acquired by InfoSpace) who are responsible for creating and leading the mobile ringtone market and architecting the mobile content business and wireless copyright exploitation models in North America. For further information, please visit www.emotive.com.

About Mayfield Fund

Mayfield Fund provides “venture capital with impact” by partnering with exceptional individuals to create industry-leading companies. Mayfield has domain expertise in communications / wireless, consumer / media, enterprise software and semiconductors. The firm has over \$2.4 billion under management and a team of ten investing professionals. Since Mayfield’s founding in 1969, the firm has invested in more than 470 companies, taken more than 100 public and more than 100 have merged or were acquired.

About D. E. Shaw Ventures

D. E. Shaw Ventures is the venture capital unit of the D. E. Shaw group. The D. E. Shaw group is a global investment and technology development firm with more than 1,600 employees; approximately \$36 billion in investment and committed capital as of October 1, 2008; and offices in North America, Europe and Asia. Since its organization in 1988, the firm has earned an international reputation for financial innovation, technological leadership, and an extraordinarily distinguished staff.

About Bertelsmann Digital Media Investments (BDMI)

Bertelsmann Digital Media Investments (BDMI) is a strategic venture investor focused on innovative digital media technologies, products and distribution channels across the globe. BDMI is a wholly owned subsidiary of Bertelsmann AG, a leading international media company with over \$25 billion in revenues and over 102,000 employees across more than 50 countries. For more information, visit: www.bdmifund.com.

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