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MOBILE CANDY DISH JOINS NFC FORUM AT ASSOCIATE LEVEL

Berkeley, CA – September 8, 2006 – Mobile Candy Dish, a leader in mobile commerce, announced today that it has joined the Near Field Communication (NFC) Forum, a non-profit industry association advancing the use of NFC technology, as an Associate member.

The Near Field Communication (NFC) Forum is a global standards development and advocacy group dedicated to advancing near field communication technology, educating the public about its benefits, and furthering its implementation around the world. Due to Mobile Candy Dish's involvement in mobile commerce, the organization expects to make a strong contribution to the Reference Applications Framework Technical Working Group.

"Mobile Candy Dish is pleased to join other industry leaders in the NFC Forum to further develop the acceptance of NFC technology," said Michelle Fisher, founder and CEO at Mobile Candy Dish. "NFC technology has the potential to cross all geographic and physical barriers, and an open consortium is the best way to ensure true interoperability among devices and services, as well as implementing a dynamic environment for creating unique services for companies in all sectors."

"Our goal is to enable consumers to search for and purchase products using their mobile phone," says CEO Michelle Fisher. "Our products leverage advances in NFC for fast, convenient, and secure mobile commerce."

The Forum's corporate members include both product and services firms: companies from the mobile communications, consumer electronics, chip manufacturing, computing, media and entertainment, telecom and payment services sectors. The Forum carries out its work primarily through focused working groups of members covering its various areas of interest, and it promotes the adoption of NFC through open specification development, interoperability testing and compliance facilities, and by publicizing the value of NFC-enabled products and services.

About Near Field Communication Technology

Near Field Communication (NFC) is a standards-based, short-range wireless connectivity technology that enables simple and safe two-way interactions among electronic devices, allowing consumers to perform contactless transactions, access digital content and connect devices with a single touch. NFC also simplifies setup of longer-range wireless technologies, such as Bluetooth and Wi-Fi.

NFC technology is supported by the leading mobile device, infrastructure and technology manufacturers and by all major payment providers, and it is compatible with millions of contactless cards already in use worldwide.

About the NFC Forum

The NFC Forum was launched as a non-profit industry association in 2004 by leading mobile communications, semiconductor and consumer electronics companies. The Forum's mission is to advance the use of Near Field Communication technology by developing specifications, ensuring interoperability among devices and services, and educating the market about NFC technology. The Forum's 80 global member companies currently are developing specifications for a modular NFC device architecture, and protocols for interoperable data exchange and device-independent service delivery, device discovery, and device capability.

The NFC Forum's Sponsor Members, which hold seats on the Board of Directors, include leading players in key industries around the world. The Sponsor Members are: MasterCard International, Matsushita Electric Industrial Co., Ltd., Microsoft Corp., Nokia, NEC, Renesas Technology, Royal Philips Electronics, Samsung, Sony Corporation, Texas Instruments and Visa International.

About Mobile Candy Dish

Founded in 2005 and headquartered in Berkeley, CA, Mobile Candy Dish is a leader in mobile commerce. Mobile Candy Dish creates the most advanced applications for the 80 million-strong "Mobile Generation." The Candy suite of products enables consumers to search, find products, purchase using their credit card or phone bill and do it all from their mobile handset in real time. The product line up focuses on entertainment verticals, including movies, music and sports. Mobile Candy Dish products include Premium SMS services, Java and BREW applications. The company has established relationships with the top 4 U.S. carriers, Cingular, Sprint Nextel, Verizon and T-Mobile. For more information, please visit www.mobilecandydish.com.

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