

FOR IMMEDIATE RELEASE

Contact:

Valerie Christopherson
Bock Communications, Inc
714.540.1030 ext. 17
714.540.1060 fax
vchristopherson@bockpr.com

V-ENABLE LAUNCHES NEW CRICKET TONES™ APPLICATION EXCLUSIVELY DESIGNED FOR CRICKET® CUSTOMERS

Mobile Speech Search lets Cricket Customers Easily Access Ringtones Via Their Wireless Phones

SAN DIEGO – June 27, 2005 – V-ENABLE, the worldwide leader in developing mobile speech search technology for accessing content and applications, today announced that it is launching Cricket Tones™, a new voice-enabled ringtone application designed exclusively for Cricket, a leading provider of unlimited wireless services. The application is being offered as part of Cricket Clicks™, Cricket's suite of BREW-based mobile applications.

By using V-ENABLE's mobile speech search technology, Cricket Clicks™ customers say the artist name and instantly see a list of the corresponding ringtones to preview and download. Instead of browsing through confusing menu systems and long lists, mobile users can utilize the mobile speech search to instantly access ringtones from the latest artists. The new Cricket Tones™ application is powered by V-ENABLE's patent-pending mobile speech search technology, which is based on developing new user interfaces for inputting and receiving wireless data content to provide a faster, easier, and more interactive experience for the mobile user.

"The beauty of mobility is that users can instantaneously get in contact with others and access information or services that are important to them whenever and wherever they want them," said Sam Poole, CEO of V-ENABLE. "With Cricket Tones, we are taking this mobile experience to the next level by enabling Cricket customers to easily access ringtones by voice. By eliminating the amount of time that mobile users need to spend on typing in the ringtones they want or navigating through lengthy artist lists to make their selection, both the wireless customer and carrier benefit. We are pleased to be working with Cricket on this launch and look forward to rolling out other products utilizing our technology."

"We are always looking at ways to enhance the mobile-user experience for our customers," said Nitu Arora, vice president, product development for Cricket. "We believe Cricket Tones voice-

enabled application will resonate well with our customer base since they can simply state the artist's name and quickly be linked to a menu of downloadable ringtones. We are happy to be working with V-ENABLE on the launch of our first-ever Cricket-branded ringtone application.”

With just a few simple clicks, customers with a Cricket Clicks™-enabled phone and an activated Cricket Clicks™ service account can easily navigate through the Cricket Clicks™ catalog and choose the Cricket Tones™ application. The application will then be automatically downloaded to their phone, and the customer can select a credit package. Upon selecting the credit package, the user can then simply say the name of the artist and immediately receive a variety of ringtones to preview and download.

About V-ENABLE

V-ENABLE is the leading provider of mobile speech search solutions for accessing content and information over the mobile network. V-ENABLE's patent-pending mobile speech search allows mobile users to simply input/search using their voice and then instantly receive personalized content and information visually over their mobile phone. No more complicated WAP trees or typing required. Our mobile speech search software is a unique client-server solution, available for carriers, application developers and publishers using BREW, JAVA, and SYMBIAN platforms. Mobile speech search applications, powered by V-ENABLE technology, are available on Verizon, ALLTEL, U.S. Cellular, and Cricket. The company, founded in 2001, is headquartered in San Diego, CA. V-ENABLE was founded by wireless experts from Nokia, Motorola, PacketVideo and Cisco. For more information, visit www.v-enable.com.

###