



Melodeo Mobilcast Debuts in the UK on 3

Melodeo Announces First On-Demand Mobile Podcasting and Radio Service in the UK

SEATTLE – Jan. 8, 2006 – Melodeo Inc. today announced the first on-demand mobile podcast and radio listening service in the UK with British wireless operator 3. Melodeo's Mobilcast mobile podcast and radio listening service is immediately available to almost 4 million wireless customers in the UK and more than 40 million wireless customers in North America through distribution deals with Cingular Wireless and Alltel Wireless in the United States and Rogers Wireless in Canada.

"Mobilcast customers in the UK will be able to select on-demand podcasts from popular sources such as BBC, Financial Times, National Geographic, as well as thousands of independent podcasts from all over the world," said Don Davidge, Melodeo Founder and Senior Vice President of Sales.

"In a matter of just a few months podcasting has taken off in the UK with the likes of Chris Moyles and The Adam and Joe Podcast breaking it in the mainstream," said Graeme Oxby, Marketing Director of 3. "This new technology is set to make it easier than ever before to access the best podcasts anytime and anyplace."

"Podcasting has revolutionized radio by putting the listener in control – they decide when and where to listen to a show," said Radio 1 DJ Pete Tong. "3's new mobile podcasting service takes the genre to the next level; with instant access without a computer, expect to see millions more people jumping on the podcasting bandwagon."

Mobilcast is available to customers of 3's new X Series mobile internet service. Customers signing up for the monthly package will get unlimited data, webmail, 50 hours of Orb data, free Skype-to-Skype calls, unlimited MSN instant messenger and 50 hours plus access to their home TV service via SlingBox. 3 customers will initially be able to download podcasts using the Nokia N73 handset with more to follow after launch.

About Melodeo, Inc.

Melodeo Inc., the leader in mobile podcasting, is dedicated to bringing consumers the best selection of on-demand podcasts and radio programs for the Web and mobile phone. Melodeo combines powerful content, a simple user interface and access from any device, making it easy to enjoy and share podcasts on any topic with friends.

Web site: <http://www.melodeo.com/>

For more information (press only) contact,

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About 3

3 is a mobile media company delivering a convergence of communications, entertainment and information to customers on the move.

3 UK is a member of the HWL group of 3G companies, which include 3G operations in Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy, and Sweden.

Three facts about 3:

- 3, a mobile media company, launched the UK's first 3G network

- 3 has over 3.75 million customers in the UK and over 13.5 million worldwide (August 2006 figures)
- The 3 network offers national coverage for calls and texts, and over 89% population coverage for 3G services.

For further information, please visit: www.three.co.uk or call the 3 Media Office on 020 7350 5696.