

VoiceIndigo Mobile™ Unleashes the Full Potential of Podcasting for all Stakeholders

SAN FRANCISCO, California – December 12, 2005 – VoiceIndigo™ introduced today their mobile service for finding, organizing, and listening to podcasts anytime, anywhere via popular cell phones. VoiceIndigo™, in beta, is offered free to consumers, and is accessible at www.VoiceIndigo.com

VoiceIndigo is the first solution that brings value to all the stakeholders for mobile audio content: Listeners, Podcasters, Mobile Service Operators, and Advertisers.

VoiceIndigo is the first service that makes it simple for listeners to manage their podcasts in the network cloud, and access them through a wide variety of devices, including mobile phones, PDAs, PCs, set-top boxes, iPods, and other MP3 players. VoiceIndigo puts the listener in control by giving them simple, convenient access to relevant content.

Taking Podcasting to the Next Level

VoiceIndigo empowers advertisers to connect with their customers via targeted, relevant, and non-intrusive Ambient Advertising™ (patent pending) which is visible on the screen of the listener's cell phone. Direct response options include click-to-call, click-to-request, and click-to-buy. Brands can now easily reach out to the farthest corners of the blogosphere, the web, and the mobile network edge, to engage with consumers.

VoiceIndigo provides a scalable advertising-supported business model for podcasters, and valuable information regarding their audience. The service is free for content providers.

“VoiceIndigo is the first company that I've seen with technology and a business model that empowers all the players in the ecosystem. Their ambient ad model delivers real and measurable value to advertisers without intruding on the listener's experience. VoiceIndigo provides podcasters with a way to earn revenue and connect with their audience. They are thought leaders in the space.” said Doug Kaye, Executive Producer of the highly popular IT Conversations, and one of the early pioneers in the podcasting community.

VoiceIndigo enables the economical delivery of digital audio over mobile networks through advanced digital audio processing, and provides Mobile Service Operators with a business model around podcasting that brings significant incremental revenue with no capital investment.

"I've used VoiceIndigo, and believe that they have a winning value proposition for wireless carriers. VoiceIndigo provides the carriers with a robust podcasting solution that has a real business model behind it, is easy for consumers to use, and provides listeners with access to a wide variety of compelling content." said Mohan Gyani, former CEO of AT&T Wireless.

“VoiceIndigo is all about playing a positive role in the evolution of open media and was developed with podcasting in mind from the ground up. We believe that content providers should have an attractive distribution platform for their work, no matter the size of their audience. We also believe that consumers should have simple and legal access to relevant content. Economics and distribution are no longer the gatekeepers. In order to make open media really scale, you need to bring value to all the stakeholders. ” said John Mayerhofer, CEO and founder of VoiceIndigo.

For listeners who would like to take part in the VoiceIndigo beta, please visit www.VoiceIndigo.com and register.

For podcasters who would like to monetize their content via VoiceIndigo, please visit www.VoiceIndigo.com/Podcasters and register.

For advertisers interested in taking advantage of the VoiceIndigo Ambient Advertising™, pay-per-call capabilities, or other podcasting sponsorship opportunities, please go to www.VoiceIndigo.com/Advertisers.

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About VoiceIndigo

VoiceIndigo Inc. is based in San Francisco, and makes it simple for listeners to obtain relevant and personalized audio whenever they want, wherever they want. We’ve developed an innovative new way to enable advertisers to leverage wireless digital audio to transact with high value mobile consumers. We enable advertisers and major brands to fully leverage podcasting. In the past our team members have delivered value to firms such as AT&T Wireless, Virgin Mobile, Vodafone, PCCW, The Interpublic Group, Ogilvy & Mather, Infoseek, Apple, Oracle, Yahoo!, Overture, Napster, Propel, BroadVision, and e-Music. VoiceIndigo partners with wireless carriers and mobile handset OEMs to distribute our solution to the end consumer. Our partners include a Fortune 500 OEM, and Cellmania for distribution to major carriers worldwide. You can hear Phil Leigh’s 30 minute webex interview about VoiceIndigo at www.INSIDEDIGITALMEDIA.COM. For more detailed information, please visit www.VoiceIndigo.com.