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CLEARSKY MOBILE MEDIA AND PREFERRED VOICE ALIGN TO PROVIDE UNIFIED MEDIA CENTER TO REGIONAL WIRELESS CARRIERS

ORLANDO, FL, October, 20 2009 – ClearSky Mobile Media, Inc., a leading provider of managed services and content to regional wireless carriers, and three-year business partner, Preferred Voice (PVI), have teamed to provide wireless operators with a Unified Media Center. This single storefront includes a content-rich catalog complete with major label ringtones, ringback tones (RBTs) and other pay-per-download (PPD) content such as images, games and video clips.

As wireless carriers worldwide continuously struggle to increase ARPU, the average industry contribution of data to overall ARPU has climbed to nearly 30 percent. ClearSky's primary objective is to offer clients an array of wireless data services that enable them to compete effectively against top tier, national carriers. This objective is achieved by providing clients with the following products and services:

- Carrier-branded Web and WAP content storefronts
- Comprehensive content catalog with more than 100,000 content assets
- Powerful WAP deck creation and management tool that allows each carrier customer to create customized WAP decks for different local markets and demographics
- Single points of integration for automated provisioning and billing of both RBT and PPD content services
- Hosted WAP Gateway and MMS-C complete with WAP and PPD content analytics reporting tool

“As ringtone sales are forecasted to decline slightly, RBT sales continue to rapidly increase; for these reasons, carriers should expand their suite of mobile data services to include RBTs along with a comprehensive catalog of PPD content from a single storefront,” said Tony Tagliareni, ClearSky’s executive vice president of sales and marketing. “ClearSky and Preferred Voice are confident that the Unified Media Center will boost data ARPU and customer loyalty, and further distance each carrier from its many competitors.”

"Creating a unique mobile identity is what today’s content hungry consumer is searching for," said Preferred Voice’s Chief Executive Officer Mary Merritt. “Our Unified Media Center provides a single place where they can shop and create that personalized touch they’re looking for.”

About ClearSky Mobile Media

With its innovative, high-quality portfolio of mobile data and entertainment solutions for carriers and MVNOs, ClearSky Mobile Media provides compelling, market-specific content solutions

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that drive the growth of data subscriptions and ARPU. Since 1995, ClearSky Mobile Media has pioneered mobile data offerings with its carrier-grade, private-branded portal that includes downloadable content, mobile web browsing, MMS, and managed data services across all wireless technologies. Today, ClearSky Mobile Media provides its unique mix of mobile data services and mobile content to subscribers at more than three dozen wireless carriers. For more information, visit www.csky.com.

About Preferred Voice

Based in Dallas, TX, Preferred Voice, Inc. (OTC BB: PRFV) is a pioneer and leader in the design, development and deployment of enhanced telephony services to telecommunications carriers globally. PVI's *My Phone Services Suite* includes tightly integrated products including Rockin' RingbackTM, AdBackSM, and Push-To-ConnectTM. Preferred Voice solutions are designed with an intense focus on customers who derive strategic value from their networks. In turn, these carriers rely on Preferred Voice to create competitive advantage for their businesses. For more information visit www.preferredvoice.com

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