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**New Mobile App Gives Advertisers Powerful Platform
To Reach Teens and Young Adults**

Philadelphia, PA, October 23, 2007—Styky, a new mobile application that leverages the mobile phonebook to send, share and save mobile content, is poised to provide advertisers with unprecedented opportunities to reach young consumers through the use of mobile couponing.

Styky, which is targeted to college students and young professionals ages 18-34, capitalizes on the phenomenal popularity of social networking. “Designed specifically for mobile devices, Styky goes beyond the confines of popular web-based social networking applications to cultivate a user’s primary information source, their mobile phonebook, as a hub for targeted advertising promotions,” said Kunal Gupta, the driving force behind Styky and CEO of Fone2Fone, Inc., the company that developed the application.

Styky’s mobile couponing, called ‘Steals’, allows users to access coupons that match their specific interests—food, entertainment, nightlife and others. Steals is a consumer-driven advertising model in that the users themselves decide when and where to retrieve coupons vs. a push model from the advertiser. Users redeem coupons easily and conveniently by displaying their mobile phone screen to participating advertisers.

Gupta is quick to point out the exceptional reach that can be achieved as a result of Styky’s viral nature. “Our network grows each day as friends refer friends. New users who join the network have immediate access to Steals. The ability to share content—including coupons—is what ultimately fuels the continued growth and popularity of Styky. Users can enjoy sharing great promotions with their network of Styky buddies,” stated Gupta.

Styky, created by Fone2Fone, Inc., is a mobile social networking application that uniquely combines social networking, contact updating and backup, and mobile couponing in one convenient application. Designed and optimized specifically for mobile platforms, Styky is one of the only mobile applications that uses an individual's mobile phonebook as the basis of their social network. The application is available on AT&T, T-Mobile, and Sprint and runs across a growing number of mobile platforms. For more information, text "4STYKY" or visit www.styky.com.

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Editor's Note: Kunal Gupta, CEO of Fone2Fone, Inc., the company that developed Styky, will be attending the CTIA conference and be available throughout the duration of the event to accommodate requests for interviews. To speak with Kunal, please call 610-687-2200 or email fcarb@markitects.com. Additionally, a complete media kit can be viewed and downloaded at www.styky.com/press.