Amp'd Mobile Connects with OpSource Optimal On-Demand to Redefine the Wireless Lifestyle

SaaS Puts the Hottest Music, Video, Sports, and Gaming Content in the Hands of Broadband Wireless Users—On-Demand

Santa Clara, Calif., January 17, 2006 – OpSource, The SaaS Experts, announced today that Amp'd Mobile, the first fully integrated mobile entertainment company for youth, young professionals and early adopters, has selected OpSource Optimal On-Demand to deliver and manage its next-gen catalog of music, video, community, entertainment, sports and gaming content. In a first-of-its-kind offering, OpSource is bringing together an amalgam of software and services into a comprehensive SaaS solution that enables consumers to purchase custom-designed wireless handsets, sign up for phone plans, access rich multimedia content, and manage account information—all on-demand.

"Our cutting-edge services require multiple applications to work in concert," said Chris Houston, SVP Operations, Amp'd Mobile. "Integrating and managing such an environment in a traditional infrastructure would have been extremely difficult and costly. OpSource has the SaaS expertise and business model to not only make it possible, but also make it cost-effective. They were also able to meet our very aggressive timetable, helping Amp'd be the first to market with a unique set of wireless offerings that we believe will redefine the wireless lifestyle. OpSource goes far beyond anything else we've seen in the realm of SaaS enablers, helping us to fine-tune our applications and taking full responsibility for delivering a seamless end-user experience. Because OpSource has its finger on the pulse of all aspects of the applications and the infrastructure, we can focus 100 percent on enriching our service offerings and building a successful brand."

"Amp'd is forging new territory in the mobile marketplace and demonstrating the power of SaaS in enabling exciting new services never before seen," said Treb Ryan, Chief Executive Officer of OpSource. "Through SaaS, Amp'd can reach out to a boundary-less marketplace, while allowing each customer to personalize his or her wireless experience. And they can grow as rapidly as their consumers demand while maintaining consistent and predictable expenses. This is a great example of how OpSource is changing the way solutions are delivered. Our customers aren't simply buying an application—they're buying success. That's what our

pricing structure is all about and that's what the culture of OpSource is all about. We're fully committed to nurturing the health and growth of Amp'd and all our customers, which is the framework for our own success."

Amp'd is taking the wireless lifestyle to a whole new level by delivering a rich array of unique communications, information, gaming, and entertainment content to handsets specifically designed to provide an enhanced user experience through the Amp'd Live user interface. OpSource will deliver and support Amp'd Mobile's on-demand applications—including content delivery and management, billing/data and phone plans, handset purchase, media management, and search—with a fully managed SaaS infrastructure, with a 100% uptime guarantee, a 24x7 call center under Amp'd Mobile's brand, full application management, and more. OpSource's Success-Based Pricing minimizes the capital investments necessary to deliver these new on-demand applications, and means that OpSource's revenue only grows as Amp'd Mobile's revenue grows. The entire infrastructure is built on OpSource's patent-pending OptiTech Services Engine, a technology platform that supports rapid integration and deployment of on-demand offerings.

About Amp'd Mobile
Amp'd Mobile is the first fully integrated mobile entertainment company for youth, young professionals and early adopters, and the only 3G carrier in the US specifically targeting youth and young professionals. By leveraging the power of broadband wireless (EVDO), Amp'd offers traditional services such as voice and text within a completely fresh user interface designed specifically for the "mobile graduate" and third-generation (3G) technology. With a myriad of customizable options to meet each person's individual needs, as well as strategic alliances with top entertainment properties MTVN and Universal Music Group, Amp'd brings a more relevant, personal experience to the wireless lifestyle with unique music, video, community, entertainment, sports and gaming offerings divided into various channels for quick and easy access. Offered nationwide, more information can be found at www.ampd.com.

About OpSource
OpSource^{TM}, The SaaS Experts, is solely focused on providing the operational infrastructure and ongoing services that enable software companies to deliver and maintain the highest quality Software as a Service (SaaS) solutions. By choosing OpSource as a SaaS partner, the software company is free from infrastructure management and can focus on improving its applications and finding new customers. OpSource's Optimal On-Demand^{SM} infrastructure platform provides immediate and ongoing ROI to software companies and our Optimal Integration service helps ease the transition to SaaS. We enable software companies to deploy SaaS quickly, effortlessly, and without risk. Software companies at any stage in the application lifecycle, delivering any type of application, can benefit from OpSource's comprehensive services and expertise. Our Success-Based Pricing^{SM} model allows companies to begin with a minimum commitment, and expenses scale only as revenue increases. For more information about OpSource, visit opsource.net.

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