



MangoMOBILE™, CINEMA SCENE AND WARNER BROS. DIGITAL DISTRIBUTION DEVELOP FIRST-OF-ITS-KIND MOVIE PROMOTION

HAPPY FEET Concessions Program First to Incorporate Text-to-Win Element

DALLAS, November 17, 2006 – MangoMOBILE™, a provider of mobile marketing solutions, Cinema Scene Marketing, an entertainment marketing agency, and Warner Bros. Digital Distribution have developed an innovative concession program to promote HAPPY FEET, a new movie from Warner Bros. Pictures now in theaters. The national sweepstakes is the first in-theater promotion of its kind to use concession items as the vehicle for a text-to-win element. The program runs in conjunction with the studio's traditional movie promotional efforts.

"The text-to-win program enables Warner Bros. to maximize the HAPPY FEET theatrical marketing campaign by allowing consumers to interact with the property on the most intimate of platforms," said Jeanne Burgman, director of marketing for Warner Bros. Digital Distribution.

More than 1.9 million cups and popcorn bags in movie theaters across the country are branded with the HAPPY FEET sweepstakes, asking moviegoers to text the word "HAPPY" to the short code found on their concession items for a chance to win. Prizes include HAPPY FEET video games, movie soundtracks, books and movie-branded merchandise. Participating consumers will receive a free, downloadable HAPPY FEET wallpaper with their sweepstakes entry and will be given the option to purchase additional movie-themed mobile content. The text-to-win sweepstakes began in theaters on September 29 and will continue until December 9. For more information, go to <http://happyfeet.feedmyphone.com>.

"By extending traditional advertising and media in movie theaters with mobile integration, Cinema Scene delivers alternative ways to help brands reach movie audiences," said Joe Ross, managing partner of Cinema Scene Marketing. "Mobile offers a fresh solution – the text-to-win element in the HAPPY FEET program actually engages consumers in the promotion."

The HAPPY FEET concessions program is another example of MangoMOBILE's mobile marketing programs developed specifically to reach a brand's target audience.

"Marketers have met heavy criticism in the past when looking for non-traditional ways to market to moviegoers," said T.J. Person, president of MangoMOBILE. "Mobile marketing allows them to effectively reach this captive audience without being too intrusive – consumers have to physically opt-in to participate in the program."

About Cinema Scene Marketing

Cinema Scene Marketing, LLC (CSM) is an entertainment marketing agency recognized for innovative promotional and brand awareness campaigns. The worldwide leader for cinema-based marketing via The Cinema Scene Network, CSM extends its value via entertainment partnerships with global brands. Integration of customer-driven marketing strategies, award-winning creative solutions, and advanced marketing technologies deliver non-traditional marketing solutions returning measurable ROI for entertainment properties. CSM drives value for global clients including Sony, Warner Bros., Disney, Twentieth Century Fox, Coca-Cola, Kodak and Sprint/Nextel via offices in Los Angeles, New York, and Kansas City. Please visit us at: www.cinemascenemarketing.com

About MangoMOBILE

MangoMOBILE™ has assembled one of the most technologically advanced mobile marketing platforms in the industry to help brand marketers, agencies, wireless carriers and content providers engage consumers one-on-one via mobile marketing campaigns. The company leverages long-term relationships in music, sports and entertainment to develop campaigns for its customers that include mobile messaging, mobile content provisioning and delivery, and mobile CRM. MangoMOBILE has created programs for the Van's Warped Tour, Cingular Wireless, Harley Davidson and McDonalds, among other leading brands.

Headquartered in Plano, TX, MangoMOBILE has relationships with the wireless industry's heavyweights, including Cingular Wireless, Sprint Nextel, T-Mobile, Verizon Wireless and the Canadian carriers in North America, in addition to relationships worldwide. MangoMOBILE supports more than 500 handsets, including those from LG, Motorola, Nokia, Samsung, Sanyo, Siemens, Sony Ericsson and others. For more information, visit www.mangomobile.com.

About Warner Bros. Digital Distribution

Warner Bros. Pictures presents, in association with Village Roadshow Pictures, a Kennedy Miller production, in association with Animal Logic Film. A George Miller film, "Happy Feet" features the voices of Elijah Wood, Robin Williams, Brittany Murphy, Hugh Jackman, Nicole Kidman, Hugo Weaving and Anthony LaPaglia. The film also features the tap dancing of Savion Glover.

"Happy Feet" is directed by George Miller, who also co-wrote the screenplay with John Collee, Judy Morris and Warren Coleman. The film is produced by Doug Mitchell, George Miller and Bill Miller, with Zareh Nalbandian, Graham Burke, Dana Goldberg, and Bruce Berman executive producing. The music is composed by John Powell.

"Happy Feet" will be released by Warner Bros. Pictures, a Warner Bros. Entertainment Company, and in select territories by Village Roadshow Pictures.

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