

INTERCASTING CORP

NOT FOR IMMEDIATE RELEASE

Intercasting Corporation Sets Stage for Mobile Media Revolution

Intercasting's debut product, Rabble, takes full advantage of the BREW® solution's flexibility, enabling mobile consumers to go beyond blogging

SAN DIEGO – March 14, 2005 – Intercasting Corporation, one of the first Location-Aware Media Networking Operators (LMNO) today announced Rabble, a mobile-centric blogging application for BREW handsets. Intercasting's Rabble empowers mobile consumers to create media using mobile devices and distribute it to other users. In an effort to promote widespread proliferation of the application, Intercasting is working with leading mobile operators around the world for distribution to their subscribers.

Rabble is one of the first enhanced mobile blogging applications built on QUALCOMM's BREW solution. The application takes web-based blogging's simple approach to content publication and adds location awareness, proximity and camera phone integration to create a truly mobile-specific tool to capitalize on the burgeoning demand for user-generated content and community. With Rabble, mobile content is tagged with location information and other descriptive data that enables users to find each other based on the media they create and where they create it. Users can create their own channels, where they collect and store content to inform, entertain, interact and connect with the surrounding environment.

Intercasting was founded by Shawn Conahan, former president and chief executive of Moviso, and Derrick Oien, previously the president and chief operating officer of MP3.com. By leveraging recent advancements in wireless technology that revolutionize the ability for mobile consumers to generate, disseminate and seek out media, news and information on mobile devices, Intercasting is exploring a largely untapped area of wireless media.

"Creating a BREW-based blogging application is our first step toward enabling a media revolution," said Conahan, founder, chairman and CEO, Intercasting Corporation. "Millions of people with mobile connected camcorders are redefining 'media', where it gets produced and how it gets distributed. Rabble gives these mobile consumers the tool they need to take the wave of user-generated content called blogging and evolve it to an intuitive mobile-relevant experience."

"Using BREW we are able to take advantage of the most desirable features of the Internet and today's wireless technology— web surfing, blogging, interacting with others online and capturing images— and enabling people to pocket those features and share packaged information as it happens from any location," said Oien, founder and president of Intercasting Corporation.

Rabble users define their own limits that govern who can access their channel of information, and this feature allows them to maintain complete control over the distribution of their personal content. The Rabble network will continue to expand as subscriptions increase, forming a network wholly generated by the users, defined and categorized by location, keywords and interests.

"Intercasting has taken full advantage of the BREW solution's advanced multimedia capabilities to offer consumers the ability to exchange content and experience an entirely new type of mobile

service,” said Tom Grieco, senior director of BREW Developer Relations for QUALCOMM Internet Services. “QUALCOMM is pleased to see companies like Inter casting bring innovative applications to the wireless marketplace.”

QUALCOMM’s BREW solution is designed to meet the distinct and varied needs of wireless operators, handset manufacturers, publishers, developers and end users around the world. BREW products and services include: an open, extensible client platform that supports robust system and application software including personalized and branded user interfaces for mass market devices; a J2EE™-based, modular distribution system that enables the delivery of content, applications and user interfaces to wireless devices across all air interfaces; a dedicated professional services team that supports the integration of customized implementations; and the wireless industry’s first global marketplace to support the monetization of applications and services developed in all programming languages. The BREW ecosystem can make your wireless visions a reality.

About Inter casting Corporation

Founded in June 2004, Inter casting Corporation, based in San Diego, is the first Location-Aware Media Networking Operator (LMNO) providing applications for personal mobile devices, such as phones. Inter casting Corp. is partnering with global wireless carriers to bring to market applications that leverage the growth of mobile media devices, allowing people to communicate with each other and capture news and information as it occurs. Through Inter casting Corp.’s debut offering, Rabble, consumers can create and consume media through their personal, portable media devices, connecting with others who share similar interests, experiences or proximity. For more information, visit www.inter castingcorp.com.

For more information regarding Inter casting Corp. and Rabble, please visit www.inter castingcorp.com.

###

QUALCOMM and BREW are registered trademarks of QUALCOMM Incorporated. All other trademarks are the property of their respective owners.