

Media Contacts:

Nichole White
Marketing Communications Specialist
ClearSky Mobile Media, Inc.
407.749.8886
nwhite@csky.com



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Aisling Hugh
Jinny Software Ltd.
Tel: +353 1 887 2643
info@jinnysoftware.com

CLEARSKY LAUNCHES HOSTED SMS

ORLANDO, FL., January 25, 2011 - ClearSky Mobile Media, Inc., a leading provider of managed services and content to regional wireless carriers, today announced its alignment with Jinny Software to deliver hosted SMS to regional wireless carriers.

Text messaging has become a primary platform for daily communication; it is not uncommon to find people “texting” on buses, in restaurants, or even walking down the street. According to a new study from Nielsen, a global leader in measurement and consumer behavior, the average teen (ages 13-17) sends more than 3,339 text messages per month—that is nearly 110 text messages per day. The average young adult (ages 18-24) sends 1,630 texts per month—that is nearly three messages per hour. Clearly consumer demand for SMS services continues to increase, and ClearSky will provide regional wireless carriers a superior messaging platform while boosting their margins in the process.

ClearSky is the market leader in mobile data solutions and content to regional wireless carriers, currently supplying approximately 50 wireless service providers having a total of more than 6 million subscribers. The addition of hosted SMS will become an integral component of ClearSky’s portfolio of services, which already includes MMS and mobile Web browsing (WAP), along with more than 200,000 pieces of downloadable content and ringback tones from all major labels.

“Aligning with Jinny Software to offer SMS to our clients will help us reach our goal of becoming a ‘one-stop shop’ for wireless carriers,” said Bill Poellnitz, ClearSky president and CEO. “With global SMS usage expected to reach 3 billion messages annually in 2011, we are embracing this opportunity to increase SMS profitability for regional wireless carriers by providing a superior messaging platform that is both feature-rich and highly scalable.”

Richard Choi, Chief Commercial Officer at Jinny, said, “We are delighted to support this project. We have long been involved in supporting the rollout of mobile services to underserved rural areas, and we are very pleased to work with a market leader like ClearSky.”

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About ClearSky (www.csky.com)

For more than a decade, ClearSky Mobile Media has been a leader in providing mobile data solutions and content for regional wireless carriers, enabling them to compete effectively with national carriers such as AT&T, Sprint, T-Mobile, and Verizon. ClearSky's offerings include mobile Web browsing (WAP), Multimedia Messaging Service (MMS), and carrier-branded portals through which end-users can discover and download from a library of more than a quarter of a million pieces of content. Headquartered in Orlando, ClearSky currently provides mobile data services to 50 wireless operators across the Americas.

About Jinny Software (www.jinnysoftware.com)

Jinny Software offers a comprehensive range of messaging, call completion and mobile advertising solutions. Jinny's Messaging solutions drive increased efficiency in traffic management and enable the rapid introduction of new services. Call completion solutions exploit the potential of call-related services, driving revenue opportunities through subscriber services and increasing the profitability of voice services. Jinny's Mobile Advertising Solution enables both operators and advertising agencies to implement mobile marketing and advertising campaigns. Jinny Software operates from its headquarters in Dublin, Ireland. Implementation, project management, support and training are provided by service teams located in Brazil, Ireland, Kenya, UAE, Panama and Malaysia. Jinny Software is a wholly owned subsidiary of the Acotel Group S.p.A, headquartered in Rome, Italy and traded on the Milan stock market (ACO.MI).

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