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**FOX MOBILE DISTRIBUTION CELEBRATES EARTH DAY
WITH FREE GREEN LIVING GUIDE MOBILE APPLICATION**

Also Offers Mobile Energy-Saving and Recycling Tips for a Greener Mobile Lifestyle

BEVERLY HILLS, Calif., April 20, 2009 – Fox Mobile Distribution (FMD), a unit of Fox Mobile Group, today announced that in celebration of Earth Day on April 22, it is offering the [Green Living Guide](#) mobile application for free to U.S. consumers through April 26, 2009, via its Jamster service. The mobile application offers tips and recommendations on how to live a greener, environmentally-friendly life and includes sections on conservation, recycling, reuse, transportation, and ongoing sustainable solutions for green living.

The Green Living Guide mobile application, developed by Incelligence Inc., can be downloaded at [Jamster](#), or users can text the keyword “GOGREEN” to 75555. The guide is an easy-to-use, right-on-your-phone reference of everyday things each of us can do to live greener lives, and help our planet.

“It’s not the sweeping lifestyle adjustments, but the simple actions we can take to help make a difference toward greener living,” said Giovanni Montesanti, chief marketing officer for Fox Mobile Distribution. “The Green Living Guide application offers lots of cool tips that people may not have thought about to help contribute to a greener lifestyle.”

As mobile phone use increases, and technology such as 3G advances into every day mobile use, the amount of energy used is increasing, having a profound impact on the environment¹. During its lifetime, a mobile phone uses a total of 260 megajoules of

¹ Source: Nokia

energy, which is enough to power over 1,000 60-watt light bulbs for one hour².

Additionally, chargers are responsible for most of the energy consumption, with 95 percent of energy used by chargers wasted by not turning the power off when a mobile phone is fully charged.

Energy saving tips that mobile phone users can employ to help save energy include:

1. **Unplugging unused chargers:** Always unplug mobile phone chargers when the phone is fully charged or when not in use, eliminating “standby” energy waste.
2. **Deactivating unnecessary connections:** Even while Bluetooth, WLAN and GPS aren’t being used, they still automatically connect. Activate these features only when needed, as it can help reduce the energy consumption process, reduce vulnerability to intrusion and also optimize the mobile phone battery life.
3. **Avoiding vibrate mode:** Vibration alert is a physical support of the mobile phone to get attention while ringing and is quite energy-intensive. Activate the vibration alert only when necessary or when the phone is set to mute and you need to be available. If the ringtone is audible, there normally is no need for further alerts.
4. **Adjusting display settings:** High-resolution and high-quality displays consume higher amounts of energy. To conserve energy, turn on the power-saver and turn the light time-out settings to a shorter period of time.
5. **Switching off:** Running applications, even if it's an open message, should be closed to conserve energy. Switch the mobile phone off if it isn’t in use or in an out-of-service area.

The Green Living Guide application is available to both current and non-subscribers of Jamster, and non-subscribers do not need to sign-up for a subscription to download the application. While the application is free, standard carrier messaging and data charges will apply and the offer is not available on all carriers or mobile phone models.

Fox Mobile Distribution also offers other mobile content to inspire greener living, including the following:

² Source: Low-tech Magazine



Fox Mobile Distribution also offers other mobile content to inspire greener living, including [wallpapers](#), [screensavers](#), [skins](#), [ringtones](#), [realtones](#) and [videos](#).

About Fox Mobile Distribution

With global reach to over one billion consumers, Fox Mobile Distribution (FMD) is one of the world's leading distributors of mobile entertainment. It delivers more mobile entertainment content than anyone else, providing consumers what they want, when and where they want it in 38 countries on six continents and in over 20 languages. FMD has the industry's broadest array of mobile products and services available directly via mobile phones, and offers more branded popular content from around the world, more chart-topping ringtones from top music labels, more mobile games from renowned game developers, and more original content made exclusively for mobile phones than any other mobile content distributor.

Fox Mobile Distribution is a unit of Fox Mobile Group, the global leader in mobile content distribution, licensing, and production. Headquartered in Berlin, Germany and Beverly Hills, CA, Fox Mobile Group is wholly-owned by News Corporation (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV).

About Jamster

Jamster, known as Jamba in some countries, is one of the world's leading mobile entertainment brands, delivering engaging mobile content to consumers in 38 countries and in more than 20 languages across six continents. Jamster supports more than 2,800 handsets and provides billing connectivity to more than 125 operators worldwide. The company delivers content directly via mobile phones, including branded popular content from more than 800 content providers around the world, content from popular Fox entertainment brands like The Simpsons, high quality music from top music labels, mobile games from renowned game developers and original, made-for-mobile content from its sister-unit, Fox Mobile Studios.

About Incelligence, Inc.

With over 150 mobile applications developed to date, Incelligence is a leader in the rapidly growing mobile phone application market. The company's Mobile Application Factory enables fast, cost-effective conversion, mobilization and distribution of rich media content to mobile phones in both self-contained and network-aware formats. Incelligence mobile phone applications are distributed through major wireless carriers and direct-to-consumer channels around the world. For more information visit www.incelligence.com or m.incelligence.com.

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Note to Editors:

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