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Ortiva Enhances Executive Team to Meet Growing Demand for Quality Mobile Video

Marketing and Business Development Veteran Craig Y. Lee Joins Ortiva Management Team

LA JOLLA, CA, February 26, 2008 — Ortiva Wireless, the pioneer in dynamic delivery of rich mobile content, today announced that Craig Y. Lee has been appointed Vice President of Marketing and Business Development. Lee will lead Ortiva's strategic marketing, business development, and partner initiatives as the company grows its global customer base of wireless service providers.

"Ortiva's powerful content shaping technology is the only mobile video delivery approach that allows operators to maximize the efficiency of video delivery on their networks, while delivering a clear, crisp and enjoyable viewing experience to their subscribers in existing networks," said Marc Zions, Ortiva CEO. "In order to grow this expansive market opportunity we've assembled a strong, experienced and enthusiastic management team. I'm excited to add Craig to our select team and look forward to tapping his strong telecommunications marketing and business development expertise."

Lee has more than 20 years of experience in corporate marketing, product management and business development. Prior to joining Ortiva, he held a number of executive roles, including Vice President, Marketing and Vice President, Sales for Nuera Communications (acquired by AudioCodes Ltd), provider of packet voice equipment. In addition, Lee spent five years with Ameritech Corporation in corporate strategy and development. He holds a BA in economics from Williams College and an MBA from the Stanford Graduate School of Business.

"Ortiva has advanced the mobile video industry by enabling carriers to simultaneously extend their service reach, increase network efficiency and improve video coverage density while always ensuring a high quality subscriber experience," said Lee.

Ortiva also announced the appointment of Troy Noll as Controller. Prior to joining Ortiva, Noll was Vice President, Controller and Corporate Secretary at FastMobile, Inc. (acquired by RIM), provider of integrated mobile messaging solutions to carriers, handset manufacturers and Internet portal companies.

About Ortiva Wireless

Ortiva Wireless offers the industry's only commercial solution for proactive management of mobile video, allowing service providers to dramatically improve control, quality, and efficiency of rich media content delivery. Ortiva's Media Streamer platform extends service reach, increases network efficiency, and improves video coverage density for mobile operators, while dynamically shaping the content to give subscribers the smoothest video and clearest audio experience possible – all regardless of fluctuating and hostile wireless network conditions. To learn more about how Ortiva is accelerating mobile video delivery, visit www.ortivawireless.com.

NOTE: Ortiva is a trademark of Ortiva Wireless, Inc. All other registered or unregistered trademarks are the sole property of their respective owners.

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