



**FOR IMMEDIATE RELEASE**

**Wildwave and havoc Television launch 3G Music Video Content on Vodafone live!**

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**Dublin , Ireland and Los Angeles, CA -** Wildwave, a leading provider of mobile digital entertainment and havoc Television, a Los Angeles based national television network dedicated to independent and underground music. today announced the launch of havocTV Mobile content on the Vodafone live! 3G service with Vodafone Ireland being the first mobile operator to launch the service.

havocTV Mobile builds on the successful Video on Demand channel, which has been available nationwide in the US since November 2003 via Comcast, Adelphia and other major cable operators. havocTV Mobile's mission is simple: to bring the most exciting and essential elements of independent music to 3rd Generation cell phones. With an unwavering focus on the vanguards of alternative, electronic, emo, punk, gothic, metal, rap, hip hop and trance, havocTV unleashes the music programming that can't be found on MTV or other television channels.

"We believe that havocTV Mobile provides the perfect music video content for the key 16-34 demographic, who more and more want to explore new music in a mobile and on-demand way that suits their lifestyle", says Stephen McCormack, CEO of Wildwave, "havocTV Mobile is programmed and tailored completely for 3G phone customers, with a total understanding of where and when it will be consumed. We are not simply squashing TV into a small screen, we are designing a mobile music experience from the ground up", adds Mr. McCormack.

The service on Vodafone live! will provide a constantly changing selection of the best cutting-edge indie music videos, complete with pictures and bios of all the acts. havocTV Mobile will eventually provide a full range of real-tones, track downloads and wallpapers to compliment the video service.

"We are delighted to launch our service on 3G cell phones in Europe" comments David deKadt, President of havoc Television. "we are committed to providing havoc globally through all the channels that our audience want, such as Digital Cable, Internet Broadband, Retail Networks and now Mobile. We see the Mobile channel as becoming increasingly important in how our audience, a young, tech-savvy, passionate user, consume and discover their music. We are dedicated to making havoc a trusted brand in this space", he continues.

havocTV Mobile can be found under the music section of the Video & Audio part of the Vodafone live! on Vodafone Ireland's 3G portal.

"We are proud to be the world's first mobile carrier to introduce havocTV Mobile" says Michael Buisman, Strategic Partner Manager, Vodafone Ireland, "we are committed to providing a complete 3G Music service for our customers and we believe that havocTV Mobile covers the essential indie sector for us and compliments our other music video services such as MTV", adds Mr Buisman.

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Wildwave and havoc Television are currently in discussions with mobile operators to take the havocTV Mobile Channel to other international territories including North America and UK, and expect to make further announcements in the coming weeks

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### **About Wildwave**

Wildwave develops, distributes and delivers Digital Entertainment content for mobile devices. Wildwave specializes in content that is specifically made for mobile or is particularly suited to the mobile audience. Focused on Mobile Video and Music, Wildwave has an extensive catalogue of content ranging from Hip Hop to Indie Music Videos, Real-tones & Full Track downloads to Independent short film, animation, extreme sports, lifestyle programming and magazine shows ( movies, music, gadgets).

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Existing clients include: Vodafone, AT&T Wireless/Cingular, Chorus, Telus, Nokia.

For Mobile Carriers and Device Manufacturers, Wildwave can provide compelling content for an ever-changing and evolving mobile marketplace.

For Content Owners, Wildwave can help develop existing content assets for mobile devices & markets and exploit distribution opportunities in US, Europe and Asia.

### **About havoc Television**

havocTV is America's leading source for independent music video programming. Our extensive library of music content consists of thousands of the hottest indie artists, DJs, and bands; and hundreds of the most respected indie record labels, producers, and promoters. havoc has secured strategic partnerships with some of the industry's top Independent record labels—including: Epitaph, Astralwerks, OM Records, ESL Music, Palm Pictures, !K7, Volcom Entertainment, Metropolis, Fat Wreck Chords, Nettwerk, Vagrant, Cornerstone R.A.S./Skunk Records, TVT, Surfdog, BYO, Nitro, Side One Dummy, Emperor Norton, Mute, Lookout!, Alternative Tentacles, Victory Records, and System Recordings. Our catalog includes such celebrated artists as Pennywise, Groove Armada, Chemical Brothers, Gemma Hayes, Royksopp, Beth Orton, Ed Harcourt, NOFX, Bad Religion, Rancid, Thievery Corporation, Bauhaus, Paul Oakenfold, The Distillers, Paul van Dyk, DJ Craze and AFI.

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