

## **Cricket Communications and mPortal Named Key Technology Enablers in U.S. Mobile Data Services by Frost & Sullivan**

*Companies Recognized as the Industry's Top Technology Enabler Based on Proven Ability To Drive Mobile Data Consumption Across Different Customer Segments.*

**McLean, VA and San Diego, CA – Oct. 29, 2009** -- mPortal, Inc., a leading enabler of mobile user experiences, and Cricket Communications, Inc., a leading provider of unlimited wireless services, have been named the Key Technology Enabler in U.S. Mobile Data Services by industry analyst firm, Frost & Sullivan.

The Frost & Sullivan Award for Key Technology Enabler is given to the company that has played a significant role in encouraging participation in a new and dynamic market opportunity. The companies are recognized for deploying mPortal's SPRINGBOARD Smart Client product, software platform that enables service providers to develop next-generation user experiences, across multiple mobile devices offered by Cricket.

"The amount of mobile data traffic going outside the operator networks continues to increase rapidly," said Vikrant Gandhi, Senior Analyst at Frost & Sullivan. "It is extremely important for mobile operators to capitalize on the premium content opportunity proactively or risk disintermediation due to the rapidly evolving relationship between independent content providers and their customers. Solutions such as mPortal's SPRINGBOARD Smart Client are the ideal tools to help mobile operators execute on their long-term mobile data growth strategies".

mPortal's Smart Client solution is comprised of a home screen manager, an open standards-compliant mobile widget platform and an app store that can be customized to suit the service provider's needs. Cricket is using the platform to provide a common, branded experience across their lineup of available phones to promote content discovery and usage. The platform is open to developers to create widgets that can be made available to Cricket customers.

Frost & Sullivan published a white paper about the Key Technology Enablers in U.S. Mobile Data Services Award, including an overview of the current state of the U.S. mobile data services market, key industry challenges in mobile data services, and the implications for the mobile operators. To download the free white paper, visit <http://www.mportal.com/aboutus/whitepaper>.

### **About Frost & Sullivan**

Frost & Sullivan, the Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

### **About mPortal**

mPortal Inc., founded in 2000, enables mobile content and applications for Mobile Network Operators (MNOs), Mobile Virtual Network Operators (MVNOs), Cable Operators, Content Providers and Enterprises. mPortal's products and services assist its customers to create, launch, manage, and monetize mobile content and applications across multiple mobile devices and networks. As a total solution provider, mPortal eliminates the complexities involved in launching mobile content and applications. With mPortal as a strategic partner, its customers focus on their core business and rely on mPortal to provide its expertise and experience in launching revenue-generating mobile content and applications. With offices in the US and India, mPortal's serves some of the world's leading companies, including Alltel, AOL, Comcast, Cricket Communications, Disney Mobile, Mobile ESPN, Reliance Infocomm, TV Guide, Verizon Wireless, Time Warner Cable, and XEROX. For more information, please visit [www.mportal.com](http://www.mportal.com).

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### **About Cricket**

Cricket is the pioneer of simple and affordable unlimited wireless services with no long-term commitments or credit checks required serving more than four million customers in 34 states. Cricket offers wireless voice and broadband Internet services over the latest technology, high-quality, all-digital 3G CDMA2000 1X and 1xEV-DO wireless network. Cricket's wireless voice service plans include unlimited anytime minutes, unlimited U.S. long distance, unlimited text and picture messaging, unlimited text to Mexico, unlimited Mobile Web, unlimited directory assistance, as well as a variety of calling features and feature-rich mobile applications such as popular games, ringtones and wallpapers. Cricket Broadband provides unlimited Internet access anywhere within Cricket's coverage areas at speeds comparable to DSL. For more information on Cricket, visit [www.mycricket.com](http://www.mycricket.com). Cricket is offered by Leap Wireless International, Inc., headquartered in San Diego, Calif. For more information on Leap, visit [www.leapwireless.com](http://www.leapwireless.com).

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