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**PHILADELPHIA INQUIRER LAUNCHES WIRELESS SPORTS NEWS**  
**Inquirer Sports Extra Delivers Breaking News to Wireless Phones**

**Philadelphia, September 8, 2006** – With the Eagles season opener just days away and the Phillies’ wild card chances hanging on every game, The Philadelphia Inquirer today announced a new mobile information service which will deliver the latest Philadelphia sports news to your cell phone as it happens. The new service called *Inquirer Sports Extra* will leverage the expertise of the Inquirer’s sports department to bring breaking Eagles, Phillies, Sixers, Flyers and Penn State football news to your wireless phone wherever you are. Subscribers will be the first to learn about roster changes, locker room gossip, injury updates and official team announcements.

Inquirer Sports Extra launches today and will be available free for the first two months to new newspaper subscribers who sign-up at <http://go.philly.com/mobile> or by calling 1-800-222-2765. For existing newspaper subscribers, the service will cost \$.99/month. Non-newspaper subscribers will pay \$2.99/month for the new service.

The new service will include text message alerts with the latest breaking news. And, if you can get the Internet on your phone, you can also browse to the Inquirer Sports Extra WAP site -- a mini website you see on your phone – with all the latest Philly sports news, organized by team and topic.

“I am delighted that The Inquirer is the first newspaper in the country to introduce this mobile application that allows newspaper reporters to send live updates directly to subscribers’ cell phones from the playing fields and locker rooms. We have the largest staff of sports reporters and editors in the region, and if you are a sports nut like I am, you

are going to want to tap these resources to get the latest sports news available," said Philadelphia Media Holdings CEO and Inquirer Publisher Brian Tierney.

"We've got the best sports reporting team in the region," says Anne Gordon, Inquirer managing editor, "and this new service allows us to get the hottest news out to our readers in the fastest manner possible, no matter where those readers are located."

"The Inquirer and Daily News are always looking for new ways to deliver the latest news and information to our readers," said Deputy Managing Editor of Online and Multimedia Chris Mills. "The newspaper, the web, podcasts -- and now your cellphone are all part of that mix. If you're a busy person who needs the news to be more mobile, this is the service for you."

In a related development, Philadelphia Newspapers announced that Philly.Com was rated the #1 media website for Eagles Coverage by Sports Illustrated. The rankings were published in the September 4, 2006 magazine issue. The website bested several other local media websites.

The Inquirer partnered with Verve Wireless ([www.vervewireless.com](http://www.vervewireless.com)) in developing and launching this new sports information service. Verve Wireless is the leading provider of mobile publishing solutions to newspapers, city magazines and other local publications. Verve has developed a patent-pending mobile publishing platform to carry local content, including sports alerts, rich media, listings and reviews, "Best Of's", and classified advertising, to all mobile devices. The company, with offices in San Diego and Philadelphia, has billing and distribution relationships with all major carriers

"We are honored to be launching the new Sports Extra Alert product with the Inquirer and its outstanding sports department," said Art Howe, a former publisher and Pulitzer Prize winner who heads Verve Wireless.

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