



kajeet™ INTRODUCES THE FIRST PAY-AS-YOU-GO CELL PHONE SERVICE CREATED JUST FOR TWEENS

Available Nationwide at Best Buy and Limited Too, Unique New Wireless Service Offers Mobile Entertainment, Customization and Communication for Kids and Parents Navigating the Tween Years

BETHESDA, MD, MARCH 21, 2007 – Founded to help kids and parents manage the world of technology together, kajeet™ announced today the launch of a new pay-as-you-go cell phone and wireless service made from a kid’s point of view. kajeet lets tweens tailor their mobile experience in ways that fit into their world, while offering their parents comfort about the role mobile technology plays in their lives.

“With nearly four million new kids becoming cell phone users each year, we created kajeet with a simple mission in mind: super-serve kids with a wireless service designed specifically for them,” said Daniel Neal, kajeet Founder and CEO. “kajeet brings together the world of communication, information and entertainment that kids want in the palms of their hands while alleviating the worries that parents might have about getting their kids cell phones.”

The kajeet service and phones have begun rolling out and will be available nationwide in more than 500 Best Buy stores by May 1, and at Limited Too stores in early April. kajeet can also be purchased on the Web at www.kajeet.com. Wireless network coverage for kajeet is provided by the Nationwide Sprint PCS Network*.

“Tweens are at a unique and powerful life stage,” said Neal. “Parents and tweens are striving to find the appropriate balance between the freedom cell phones offer and the responsibility and accountability that accompanies this freedom; kajeet was designed specifically with these needs in mind.”

Key Features: “good stuff”

kajeet customers have no long-term contracts, no activation fees, no termination fees, no hidden charges or fees, no roaming or extra long distance charges, and no big surprises!

kajeet offers a full array of voice, text, picture, and instant messaging services that allow on-the-go kids to stay connected to family and friends - - and to communicate in their own style. Kids can personalize and customize their service with the ringtones and wallpapers uniquely of interest to them.

kajeet also offers the games and content kids want from partners like Nickelodeon (top-rated shows include *SpongeBob SquarePants* and *Avatar: The Last Airbender*), Cellmania, Glu Mobile (top-rated games Diner Dash® and Zuma®), Gameloft (Totally Spies, Rayman 3 and other hit titles), I-play (casual gaming classics Jewel Quest & My Dog), Airborne Entertainment, and key applications, such as Google Maps for Mobile and AOL’s AIM® service.

Unique among pay-as-you-go services, the kajeet Configurator offers numerous ways for tweens and their families to tailor the service to meet their unique needs. Here's a taste:

- **TimeManager**
Kids (and parents) decide when the kajeet phone can and can't be used - - schedule kajeet to be active only before and after class or to go off at lights out!
- **WalletManager**
Each kajeet phone offers virtual wallets for parents and kids that allow families to determine who pays for what - - whether it's talk time or text messages. Calls to family? Bet parents will pay for those. Calls and texts to the cute boy or girl in science class? Kids can pick up *that* tab! And, customers can check balances, set up refills, and review detailed account activity through the Web at any time. Money can also be transferred from the parent's wallet to the kid's wallet - - put that allowance earned for chores or reward money made for good grades to good use.
- **ContactManager**
Via the Web, kajeet lets customers determine who can or can't call or text the kajeet phone. Calls to mom and dad or your best friend? The kajeet phone can be set up to always allow those - - but calls or texts from that bully in the hall can be blocked!
- **FeatureManager**
Families decide what features (such as IM or content downloads) to turn on and off—and this can be changed via the Web at any time.

Pay as You Go Service With Stylish + Full-Featured Flip Phones

Just 35 cents a day gives customers unlimited use of the kajeet Configurator, free browsing of the kajeet Navigator (providing access to an array of kid-centric ringtones, wallpapers, and games - including free kajeet content), personalized voicemail, Google Maps for Mobile, and kid-friendly Customer Care.

It also gets families great rates and pay-as-you-go value, allowing kids and parents to communicate however they like: 5 cents per text message (in and out); 10 cents per minute of talk; Picture Messaging for 25 cents per picture (sent and received); and unlimited Mobile AIM for only \$6.99/month. Free kajeet ringtones and wallpapers are included; other games, ringtones, wallpapers, and applications are paid for a la carte. And, recognizing that kids use phones differently from adults, the money in a kajeet account can be used as kids choose: for talk, text, IM, games, ringtones, and wallpapers.

kajeet offers a selection of full-featured phones, in stylish colors and with music ringtones:

- **LG LX150** - Blends flip-phone styling and popular features with a price that pleases any budget: a speakerphone that allows hands-free talking with customizable picture ID, ringer ID, voice-activated dialing and up to five numbers per contact. It's Bluetooth capable as well. A great choice for anyone who wants it all: price, style and kajeet service customization. Suggested Retail: \$49.99
- **Nokia 6165i** - Rugged and stylish flip phone with camera and camcorder functions: 1 megapixel camera phone with digital zoom; make and play up to 30 seconds of video in camcorder mode; Bluetooth capable; color external display; preloaded with games and exclusive kajeet ringtones, wallpapers and screensavers. Suggested Retail: \$69.99(only available online at www.kajeet.com).

- **LG 225** - Cool flip-phone look, great camera phone price - a winning combination of affordable style and popular features: VGA Camera phone (0.3 megapixel with 8x digital zoom) lets you capture up to 100 photos on your phone; one-touch speakerphone for easy hands-free talking; color external display; customize your contact list with picture ID, ringer ID and up to five numbers (plus e-mail address) per contact. Suggested Retail: \$69.99
- **SANYO Katana®** - Ultra-slim! Ultra-sleek! A stylish + affordable flip phone packed with features and fun: digital zoom camera phone equipped with unique tools to trick out your pics; large internal color screen delivers sharp, bright and clear images; color external display; one-touch speakerphone; Bluetooth compatible. Suggested Retail: \$99.99

For additional product and service details, please visit www.kajeet.com or dial kajeet Customer Care at 1-866-4kajeet (1-866-452-5338).

About kajeet™

Founded in 2003, kajeet may be based in Bethesda, MD, but kids are the center of its universe. kajeet is the pay-as-you-go cell phone service made from a kid's point of view, a new word for a new world of mobile entertainment, customization and communication. And for parents, kajeet alleviates the worries of getting kid a cell phone with no contracts, no surprise overages and no expiring minutes. Oh, and no buzzwords. No kidding. kajeet and kids: use it for talking, use it for texting, use it for sharing, use it for playing ... use it for good.™ www.kajeet.com

*Although Sprint provides kajeet customers access to its wireless network and to its wireless services, kajeet is responsible to kajeet customers for the service. Please call kajeet with any questions or comments about services.

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