



InfoSpace Brings Next-Day Ringtones of Many of the Live 'American Idol' Performances to Cingular Customers

BELLEVUE, Wash., Mar 23, 2006 (BUSINESS WIRE) -- InfoSpace (NASDAQ:INSP), a leading provider of mobile content in North America, today announced that it has partnered with Cingular Wireless to offer Cingular's customers Live Idol Ringtones of many of the songs performed by "American Idol" finalists hours after they are performed on the show.

In previous seasons, customers have been able to purchase ringtones of the "American Idol" theme song and many of the songs featured on the show by the original artists from the vast InfoSpace catalog. With Live Idol Ringtones, however, this is the first time Cingular customers are able to purchase ringtones of the songs actually sung by the contestants themselves before the next scheduled broadcast of the show. Only performed songs that have been cleared by the publisher will be available as ringtones.

Cingular customers will be able to purchase and download ringtones of cleared songs performed live on Tuesday night's performance show the very next day. Typically, it can take months to go from recording to mobile distribution. With Live Idol Ringtones, InfoSpace is turning the performances into ringtones overnight. In fact, every Wednesday, each finalist will have a "new" ringtone available for purchase and download.

"We're pleased to be able to partner with Cingular, FOX, FremantleMedia and 19 to offer 'American Idol' fans virtually immediate gratification through Live Idol Ringtones," said Stephen Davis, InfoSpace President of Mobile and Online Media. "This process is not as simple as it may sound. Our content team deals with up to ten individual files per tone to deliver one Live Idol Ringtone. The group prides itself on generating the latest content and delivering it to millions of Cingular handsets. This is the first time they have done it overnight, but it surely won't be the last."

InfoSpace will be producing Live Idol Ringtones throughout the remainder of the current season.

Cingular provides three easy ways for customers to purchase Live Idol Ringtones:

1. Text "IDOL" to 8008 for a direct link to the latest finalist Live Idol Ringtones
2. Go to MEdia Net on your Cingular phone, choose Ringtones, and then "American Idol"
3. Go online to www.cingularsource.com/idol/tones

Live Idol Ringtones will be available nationwide for \$2.49 per ringtone. As the weeks progress, customers will also be able to browse and buy Live Idol Ringtones from past performances. Additionally, customers can sign up for weekly text alerts that inform them when Live Idol Ringtones become available.

For more information on Live Idol Ringtones, visit www.cingularsource.com/idol/tones.

InfoSpace sold and delivered over 150 million pieces of content in 2005.

About InfoSpace

InfoSpace, Inc. (NASDAQ:INSP) drives mobile media innovation. With one of the world's largest mobile content libraries, InfoSpace makes it easy for consumers to discover, personalize and enjoy their on-the-go experiences. The company uses its superior discovery, merchandising and technology capabilities to help facilitate the delivery of original and licensed content across hundreds of mobile devices and through multiple channels. InfoSpace also mobilizes brands and creates programming and revenue opportunities for mobile operators. The company's products and services have extensive reach in North America and Europe through carriers such as Cingular Wireless, Orange, Sprint Nextel, T-Mobile, Vodaphone, Verizon Wireless, and Virgin Mobile; in partnership with world-class brands such as Cablevision and Fox News; and through online Web sites such as

Dogpile (Dogpile.com), which showcase the company's leading metasearch technology and key advertising partnerships with companies like Google, Yahoo!, Verizon SuperPages and Yellowpages.com.

About Cingular Wireless

Cingular Wireless is the largest wireless carrier in the United States, serving 54.1 million customers. Cingular, a joint venture between AT&T Inc., formerly SBC Communications Inc., (NYSE:T), and BellSouth Corporation (NYSE:BLS), has the largest digital voice and data network in the nation -- the ALLOVER(SM) network -- and the largest mobile-to-mobile community of any national wireless carrier. Cingular is the only U.S. wireless carrier to offer Rollover(SM), the wireless plan that lets customers keep their unused monthly minutes. Details on the company are available at <http://www.cingular.com/>. Get Cingular Wireless press releases e-mailed to you automatically. Sign up at <http://www.cingular.com/newsroom>.

About FremantleMedia Licensing Worldwide, Americas:

FremantleMedia Licensing Worldwide, Americas (FLW, Americas) is the licensing arm of FremantleMedia for North and South America. FremantleMedia one of the largest international creators and producers of program brands in the world, with leading prime time drama, serial drama, entertainment and factual entertainment programming in over 40 territories. FLW, Americas exploits FremantleMedia's many strong brands, including the award-winning, "American Idol", the world's longest-running gameshow "The Price Is Right", the ever-popular "Family Feud", and other classic gameshows, across multiple off-screen platforms including merchandising campaigns, live events, sponsorship, interactive and wireless support, home entertainment and music publishing. FLW, Americas is also responsible for additional business diversification initiatives including 'Thumbdance', a pioneering wireless channel delivering original made-for-mobile video content on demand.

FLW, Americas is part of FremantleMedia North America (FMNA). FMNA is on the leading edge of global broadcast production, developing some of television's most innovative and watched new programming. Based in Santa Monica and with offices in New York, FMNA has produced such genre-bending shows as the musical/reality phenomenon "American Idol". In 2005, FremantleMedia programs garnered 16 Emmy nominations, including six for "American Idol". Other credits include "The Price Is Right" (CBS), the longest-running gameshow in television history, the daily syndicated gameshow "Family Feud", the hotly debated reality series "The Swan" (Fox), the breakout hit lifestyle show "How Clean Is Your House?" (Lifetime), "Distraction" (Comedy Central), "Property Ladder" (TLC), "American Inventor" (ABC) and the upcoming "The Gameshow Marathon" (CBS).

FremantleMedia is the production arm of the RTL Group, Europe's largest television and radio broadcast company. With interests in 34 television channels and 30 radio stations in 10 countries, RTL Group is a division of leading integrated media and entertainment company Bertelsmann AG. For further information, visit www.fremantlemedia.com.

About "American Idol":

Fourteen-time Emmy-nominated AMERICAN IDOL is created and executive-produced by Simon Fuller, founder of 19 Entertainment, Ltd.; and executive-produced by Cecile Frot-Coutaz, CEO, FremantleMedia North America, Inc.; Nigel Lythgoe, President, 19 Television; and Ken Warwick, Executive Producer, FremantleMedia North America, Inc.

About 19 Entertainment:

19 Entertainment, Ltd., a wholly-owned subsidiary of CKX, Inc. (NASDAQ:CKXE), was founded by Simon Fuller 21 years ago and acquired by CKX in March 2005. The company is recognized as a leading creator, provider and promoter of globally successful, music-based entertainment, or "Entertainment Brands."

Simon Fuller, who serves as Chief Executive Officer of 19 Entertainment, is the creator of AMERICAN IDOL in the United States, "Pop Idol" in the UK, as well as versions of the IDOL format in more than 30 countries around the world. Fuller is also the co-creator of SO YOU THINK YOU CAN DANCE, which aired in the U.S. on FOX during summer 2005 and was the top-rated television show in its time slot.

Fuller has made music history in the UK and the U.S.A., producing a stream of No. 1 hits and managing multi-platinum-selling acts. Fuller recently became the world's most successful manager -- breaking a record set by the Beatles' manager Brian Epstein in the 1960s -- when three of his artists occupied the No. 1, No. 2 and No. 3 positions on the U.S. single chart as well as the No. 1 position on the album chart.

19 Entertainment has been involved in the creation of 109 No. 1 singles and 87 No. 1 albums in the UK alone, with an impressive tally of 296 Top-40 albums and 465 Top-40 singles.

his release contains forward-looking statements regarding InfoSpace's business including the performance of its Live Idol Ringtones products and services. These forward-looking statements are subject to certain risks and uncertainties that could

cause actual results to differ materially from those projected. These statements are not guarantees of future performance and are subject to certain risks, uncertainties and assumptions that are difficult to predict. Factors that could affect InfoSpace's actual results include actual performance of InfoSpace's Live Idol Ringtones products and services, the progress and costs of the development of our products and services, and the timing and extent of market acceptance of those products and services. A more detailed description of certain factors that could affect actual results include, but are not limited to, those discussed in InfoSpace's most recent Annual Report on Form 10-K and quarterly reports on form 10-Q as filed from time to time, in the section entitled "Factors Affecting Our Operating Results, Business Prospects and Market Price of Stock." Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this release. InfoSpace undertakes no obligation to update publicly any forward-looking statements to reflect new information, events or circumstances after the date of this release or to reflect the occurrence of unanticipated events.

SOURCE: InfoSpace, Inc.

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