

ACTION ENGINE AND MSNBC.COM EXPAND OFF-DECK MOBILE NEWS SERVICE

Companies Boost Supported Device List and Direct-to-Consumer Distribution Channels

Off-Deck Mobile Content & Search Conference, New York — June 27, 2007 — Action Engine[®] Corporation, the On-Device Portal Company[™], and award-winning news site MSNBC.com today announced that they have further expanded the number of supported devices and off-deck distribution channels for the MSNBC.com Multimedia on Mobile Service, which gives wireless consumers access to MSNBC.com news, videos, and pictures, for download, free of charge.

MSNBC.com has added the Microsoft Windows Mobile Website as a distribution channel for the service, adding to the download options currently available at: <http://gomobile.msnbc.com>. Consumers can now access the service by visiting the Windows Mobile Productivity section of the Microsoft Website at: <https://www.microsoft.com/windowsmobile/domore/beproductive.msp>. MSNBC.com has also promoted the mobile service via the MSN.com Internet portal.

In addition to marketing and distribution efforts, MSNBC.com is also teaming with Action Engine to expand the number of devices that its service can run on. Consumers can now download the MSNBC.com Multimedia on Mobile Service on the popular Motorola Q, HTC 8525, Palm 750, and Pantech PN-820. More phones, including the new Windows Mobile 6.0 powered devices, such as the fast-selling HTC Dash, will be supported in July 2007.

“Making the choice to offer mobile services off-deck, direct to the consumer, requires companies to invest time and effort in choosing appropriate venues to promote their content and the right types of devices to maximize consumer reach,” said Jim Souders, senior vice president of worldwide operations at Action Engine. “We believe in working hand-in-hand with our customers, like MSNBC.com, through every step of the deployment process to elevate their brands in the eyes of today’s discerning mobile consumers.”

This announcement was made at the Off-Deck Mobile Content & Search Conference, organized by Informa Media and Telecoms, taking place in New York during June 26-27, 2007. The conference examines how the off-deck mobile content market in the US has risen to become one of the most fast-paced and innovative industries. As mobile operators are further opening their decks, the market for off-deck content is now extremely lucrative.

Representatives from Microsoft and Action Engine will speak on a panel session, “Business Models for the Future: Offering Location-Based Search,” at the conference on Wednesday, June 27, 2007 at 2.40 p.m. EDT. The session will discuss the best ways to increase the popularity of content services, particularly location-based, among the masses.

For more information on the Off-Deck Mobile Content and Search Conference, please visit: http://www.informatm.com/marlin/30000001001/MARKT_EFFORT/marketingid/20001505300.

For more information on Action Engine, please visit <http://www.actionengine.com>.

For more information on MSNBC.com, please visit <http://www.msnbc.com>.

About MSNBC.com

MSNBC.com is the exclusive online channel for the NBC Universal News family, which includes the Today Show, NBC Nightly News, Dateline NBC, Meet the Press, and MSNBC TV. MSNBC.com provides the optimal consumer experience, presenting a diverse range of original content and the best from partners in a rich multi-media environment that includes interactive features and free streaming video, allowing users to access the news and information they want, when they want it, 24 hours a day. Based in Redmond, WA, MSNBC.com is a joint venture of Microsoft (NASDAQ: MSFT) and NBC Universal, a division of General Electric (NYSE:GE).

About Action Engine

Action Engine, the On-Device Portal (ODP) Company™, enables media companies and network operators to build, deploy, and manage highly personalized and intuitive suites of mobile applications that deliver a superior user experience. Action Engine's best-in-class ODP platform incorporates intelligent mobile advertising, support for mass market handsets and broad management capabilities that increase profitability, lower cost of ownership and drive brand-awareness. As the acknowledged market leader in ODP technology, Action Engine's award-winning software has been successfully deployed by numerous companies including MSNBC.com, TiVo, Sprint, Verizon Wireless, smarTVideo, SingTel, Optus, and Globe Telecom. Additional information is available at +1 (425) 498-1500, info@actionengine.com, and www.actionengine.com.

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