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MYSPACE AND RIM USHER IN NEW ERA OF MOBILE SOCIAL NETWORKING

MySpace and RIM Collaborate on New Mobile Social Portal for BlackBerry smartphones and BlackBerry Hub on MySpace

SAN FRANCISCO and WATERLOO, ON—September 11, 2008—MySpace, the world's premier social network, and Research In Motion (RIM) (Nasdaq: RIMM; TSX: RIM), a global leader in wireless innovation, today announced they are joining forces to develop an integrated MySpace Mobile experience customized for BlackBerry® smartphones. The new MySpace for BlackBerry® smartphones application is fully optimized to deliver rich content and data to users on the go. MySpace for BlackBerry smartphones integrates MySpace's main social networking components with the BlackBerry platform to provide instant, push-based messaging to BlackBerry and MySpace users. The application will be available in all BlackBerry® markets globally. RIM Co-CEO Jim Balsillie will highlight the MySpace and RIM relationship during his keynote speech at CTIA today.

As part of this collaboration, RIM is also creating a BlackBerry® community page on MySpace for users to access the latest BlackBerry smartphone news, content, videos, games, ringtones, skins and other unique and engaging features.

"MySpace and RIM are at the forefront of the mobile social networking evolution," said Chris DeWolfe, chief executive officer of MySpace. "Our partnership enables millions of BlackBerry smartphone users to leverage MySpace on the go and access content, friend networks, and status and mood updates anywhere at any time."

"BlackBerry smartphone users have unsurprisingly been quick to understand and lead mobile trends and we are seeing many of our customers strongly embrace mobile social networking as an integral part of their communications and day-to-day lives," said Jim Balsillie, Co-CEO at Research In Motion. "MySpace was one of the first social networking sites to get it right and we are thrilled to join forces to continue evolving and enhancing the mobile social networking experience for our mutual user base."

Mobile social networking is on the rise, with analysts forecasting over 800 million people worldwide accessing social networks through their mobile phones by 2012, up from 82 million in 2007, according to eMarketer. With social networking becoming a large part of the mobile consumer experience, RIM and MySpace are poised to provide consumers easier and deeper engagement with the services they love.

Through this partnership MySpace is further committing to mobile as a central element of the MySpace global business strategy. Today's news follows the launch of MySpace's redesigned mobile website, <http://m.myspace.com>, which now receives more than two million daily unique mobile visits. Around the world MySpace has more than 27 live carrier deals in 20 countries all bringing social networking to consumers wherever and whenever they want.

Mobile Application

By empowering MySpace and BlackBerry smartphone users with real-time access to their global network, MySpace and RIM are responding to users demanding a mobile experience that matches their busy lifestyle. In addition, the enhanced version of MySpace Mobile for BlackBerry smartphones is tailored to the rapidly growing number of mobile multimedia users.

Application Features

The MySpace for BlackBerry smartphones application is designed with a rich and robust feature set, including:

- A full messaging interface, including comments, bulletins and messaging
- Real time status and mood updates.
- Find, add, and respond to friend requests
- Camera integration and optimized photo management allowing users to snap, sort and upload pictures anytime and anywhere.
- View and comment on friends' albums and photos
- Notification of new MySpace events (message and friend requests.)

BlackBerry® Hub

The BlackBerry® hub is a community page on My Space that will deliver a unique experience rich in content for BlackBerry smartphone users.

BlackBerry® Hub Features

- Sign up to be notified when the MySpace application becomes available
- Product demo of the new BlackBerry® Pearl™ Flip 8220 smartphone, including a tutorial for using the MySpace for BlackBerry smartphones application
- “Graduate to BlackBerry” contest
- BlackBerry smartphone cheats – snack-sized videos that are easy to pass around or a text/visual guide that users can send to each other. Users will be able to add their own tips in video/text format.
- Marketplace – showcasing games, ringtones etc.
- Exclusive wallpapers featuring the MySpace and BlackBerry brands
- Product demo of the mobile application
- Section dedicated to top BlackBerry smartphone applications
- BlackBerry smartphone profile skins for MySpace

Availability

The new MySpace for BlackBerry® smartphones application is expected to be available globally from October 2008

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About MySpace

MySpace, a unit of Fox Interactive Media Inc., is the premier lifestyle portal for connecting with friends, discovering popular culture, and making a positive impact on the world. MySpace has created a connected global community by integrating web profiles, blogs, instant messaging, e-mail, music streaming, music videos, photo galleries, classified listings, events, groups, college communities, and member forums. MySpace's international network includes more than 20 localized community sites in the United States, Brazil, Canada, Latin America, Mexico, Austria, Denmark, Finland, France, Germany, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Australia, India, Japan, and New Zealand. Fox Interactive Media is a division of News Corp. (NYSE:[NWS](#) - [News](#), [NWS.A](#) - [News](#); ASX:[NWS](#) - [News](#), [NWSLV](#) - [News](#)).

Among the top 2000 domains comScore Media Metrix, July 2008. For more information on comScore Networks, please go to <http://www.comscore.com>.

About Research In Motion (RIM)

Research In Motion is a leading designer, manufacturer and marketer of innovative wireless solutions for the worldwide mobile communications market. Through the development of integrated hardware, software and services that support multiple wireless network standards, RIM provides platforms and solutions for seamless access to time-sensitive information including email, phone, SMS messaging, Internet and intranet-based applications. RIM technology also enables a broad array of third party developers and manufacturers to enhance their products and services with wireless connectivity to data. RIM's portfolio of award-winning products, services and embedded technologies are used by thousands of organizations around the world and include the BlackBerry® wireless platform, the RIM Wireless Handheld™ product line, software development tools, radio-modems and software/hardware licensing agreements. Founded in 1984 and based in Waterloo, Ontario, RIM operates offices in North America, Europe and Asia Pacific. RIM is listed on the Nasdaq Stock Market (Nasdaq: RIMM) and the Toronto Stock Exchange (TSX: RIM). For more information, visit www.rim.com or www.blackberry.com.

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