

UpSNAP and Ready-Set-Go Fantasy Sports Deliver Fantasy Football Analysis to Cell Phones

Expanding Mobile Fantasy Football Information Accessibility with On-Demand Streaming Audio

Davidson, NC; Phoenix, AZ (PRWEB via [PRWeb](#)) August 24, 2006 -- UpSNAP, Inc. (NASDAQ UPSN:OB), the premier provider of free mobile search and mobile streaming audio entertainment, and Ready-Set-Go Fantasy Sports, LLC, the industry-leading fantasy sports technology firm behind Fantasy Football Starters.com, are joining forces to provide streaming audio broadcasts of fantasy football news and strategy to mobile phones. This service will deliver anytime, anywhere access to player information and advice, enhancing Fantasy Football Starters.com's existing online and mobile analysis tools.

Subscribers can access these broadcasts, hosted by long-time fantasy football analyst Russ Bliss, from any text-messaging-capable phone by texting "FFS" to 27627 (2SNAP). These programs go beyond providing player information and statistics to provide expert insights that help listeners make smart decisions.

"Fantasy football players are among the most dedicated sports fans you'll find anywhere, and they recognize the value of getting both current statistics and the expertise to translate that information into wins," said Tony Philipp, President and CEO of UpSNAP. "Mobile delivery is the ideal mechanism for delivering this kind of information and we're looking forward to helping fantasy football fans have a successful season."

Jeff Coruccini, co-founder of Ready-Set-Go Fantasy Sports states, "Fantasy Football Starters.com is making a major entrance into the wireless space this season with mobile versions of our Line-up Analyzer tool and Starter Alerts. Adding streaming audio content to our mobile line-up brings a valuable new dimension to the package and enables us to deliver even greater value. UpSNAP's unique mobile service capabilities are a perfect fit for us."

About UpSNAP, Inc

UpSNAP, Inc. (NASDAQ: UPSN.OB) is the leader in mobile search and live mobile audio entertainment. With a rich library of branded multimedia content and true mobile search technology, UpSNAP addresses the unique challenges of providing a usable and functional mobile content solution for consumers. UpSNAP services include text and audio content from major entertainment companies in sports, news, music, and information. Visit www.upsnap.com for more information.

About Ready-Set-Go Fantasy Sports, LLC

Ready-Set-Go Fantasy Sports is a fantasy sports technology company based in Phoenix, Arizona. Founded in 2004, the company has quickly become the No. 1 source for personalized, expert analysis using proven Power Analyzer tools-the Draft Analyzer, Trade Analyzer, Team Analyzer and Line-Up Analyzer. These products are available at www.fantasyfootballstarters.com. For more information, contact Brady Chatfield at 602-463-0129.

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