

Ecrio Announces Major Investment by NTT DoCoMo

Leading Japanese Mobile Operator Contributes U.S. \$10 Million

CUPERTINO, Calif., March 27 /PRNewswire/ – Ecrio, the pioneer in real-time communications and commerce software for mobile phones, today announced that marquee customer NTT DoCoMo, Japan's premier mobile communications company, has agreed to make a strategic investment in Ecrio. The funding will help Ecrio expand the breadth and depth of 3G mobile applications it delivers to the market, including VideoShare, Voice over IP (VoIP), IMPS, Push-to-Talk (PoC), and more.

"It is the highest compliment for Ecrio when customers invest in our business," said Nagesh Challa, Ecrio's chairman and CEO. "NTT DoCoMo shares our vision for the growth in 3G networks and applications worldwide. This investment gives Ecrio additional resources to support a global realm of applications, services and customers."

Stated Mr. Toshio Miki, Vice President, Managing Director of Communication Device Development Department for NTT DoCoMo, "Over the past 18 months, Ecrio has helped DoCoMo enrich millions of mobile handsets with our IMS-based PushTalk(TM) service. This investment marks a significant milestone in our work with Ecrio; we look forward to an even closer relationship as we cooperate on next generation services based on their experience and technology."

About

Ecrio

Headquartered in Cupertino, California, Ecrio is the leading vendor of real time commerce and communications software for mobile phones. Ecrio provides interoperable and standard compliant software to mobile phone manufacturers and mobile operators. Solutions include 3G communications applications, such as Instant Messaging and Presence Services (IMPS), VideoShare, Voice over IP (VoIP), and Push to Talk over Cellular (PoC); and mobile commerce applications, including NFC and MoBeam mobile barcode redemption. Ecrio's customers include industry leaders such as ASUSTeK, NEC, NTT DoCoMo, Panasonic and Visa. Visit www.ecrio.com

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