



Phone.com teams with Amazon.com, Doubleclick, In-Fusio and Go2systems to enable new breed of location-based mobile internet applications. New Co-developed Applications will be Powered by Phone.com's Location Technology

Unwired Universe 2000, SAN FRANCISCO, Calif. - July 25, 2000 -

Phone.com, Inc. (Nasdaq:PHCM), a leading provider of mobile Internet software, applications and services, today announced collaborative relationships with key Internet content partners to broadly enable a new class of location-based applications. Phone.com will work with Amazon.com for location sensitive m-Commerce, DoubleClick (Nasdaq: DCLK) to enable location-based advertising, In-Fusio for location-based games, and Go2Systems for community and content applications.

Wireless software developers have relied upon Phone.com's software developer program and technology to format their content for mobile phones in a reliable, cost-effective manner for over four years. The introduction of the Phone.com™ Mobile Location Server and reflects the company's commitment to furthering the wireless Internet, providing developers with the tools necessary for building more enhanced applications. Phone.com is working together with the leading applications providers to develop and promote the Phone.com location technology as the preferred platform for developing location-based Internet applications.

"Phone.com's location solution takes a leadership role in ensuring strong subscriber protection through privacy management, access controls, and other identity protecting capabilities, assuring end users that their location information is fully protected," said Mark Hopper, senior product marketing manager for Phone.com. "Providing this kind of assurance enables wireless carriers and content providers to focus on business operations and brand management."

"Phone.com sets an important precedent for the management of user privacy for the wireless Internet by requiring companies to request a consumer's permission before their location may be used," said Jamie Byrne, Director of Emerging Platforms, DoubleClick. "By giving consumers control of the usage of their data, the Mobile Location Server protects user privacy while providing carriers, wireless publishers and companies like DoubleClick with the tools to deliver highly targeted and relevant content, services and advertising. We look forward to working with Phone.com and privacy groups to ensure wireless advertising meets the standards of fair information practices."

"Wireless shopping allows customers to shop wherever and whenever they want. Amazon and Phone.com are collaborating to enable the easiest and most location relevant purchase engine for mobile shoppers. Either through online purchases or in support of our partners, Amazon is in an exciting position to drive location sensitive m-Commerce," says Ali Hussein, Director of Marketing and Business Development, Amazon Anywhere.

"We are delighted to be a part of Phone.com's Mobile Location Server API," said Go2 founder and president, Lee Hancock. "As Go2

Systems continues its lead in developing and providing location-based wireless content, this new alliance allows Go2 even greater distribution for its location-centric products and services."

"Gaming is a universal killer application and now one of the hottest areas for wireless Internet," commented Giles Corbett, managing director of In-fusio, the Mobile Fun Company™. "Given the small screen size, and the intrinsic mobility of the devices, our gamers now want to turn the world into their playing field-this is precisely what a new generation of games designed with the mobile location API will enable us to do."

#### About Phone.com

Phone.com, Inc. (Nasdaq:PHCM) is a leading provider of software, applications, and services that enable the delivery of Internet-based information and voice services to mass-market wireless telephones. Using its software, wireless subscribers have access to Internet- and corporate intranet-based services, including email, news, stocks, weather, travel and sports. In addition, subscribers have access via their wireless telephones to network operators' intranet-based telephony services, which may include over-the-air activation, call management, billing history information, pricing plan subscription and voice message management. Phone.com is headquartered in Silicon Valley, California and has regional offices in Belfast, Copenhagen, Hong Kong, London, Madrid, Paris, Rome, Seoul and Tokyo. Visit <http://www.phone.com> for more information.

Except for the historical information contained herein, the matters discussed in this news release are forward-looking statements involving risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. Potential risks and uncertainties include, but are not limited to, Phone.com's limited operating history, potential fluctuations in Phone.com's operating results, uncertainties related to Phone.com's long sales cycle and reliance on a small number of customers, Phone.com's dependence on the acceptance of its products by network operators and wireless subscribers, Phone.com's ability to adequately address the rapidly-evolving market for delivery of Internet-based services through wireless telephones, the need to achieve widespread integration of Phone.com's browser in wireless telephones, competition from companies with substantially greater financial, technical, marketing and distribution resources and the ability of Phone.com to manage a complex set of engineering, marketing and distribution relationships. Further information regarding these and other risks are included in Phone.com's Form 10-Q for quarters ended September 30, 1999, December 31, 1999, and March 31, 2000, and in its prospectus dated November 16, 1999 and in its other filings with the Securities and Exchange Commission.



Phone.com, the Phone.com logo and the family of terms carrying the "UP." prefix are trademarks of Phone.com, Inc. All other trademarks and registered trademarks are the properties of their respective owners.

#### For more information please contact:

Phone.com, Inc.  
Rowan Benecke  
PR21 +1 (415) 369 8102  
[rowan\\_benecke@pr21.com](mailto:rowan_benecke@pr21.com)

Phone.com (Europe) Limited  
Kylie Trevitt  
Text 100 Ltd.  
+44 (0) 181 242 4172  
[kylilet@text100.co.uk](mailto:kylilet@text100.co.uk)

Phone.com Japan K.K.  
Masaaki Yamamoto  
Phone.com Japan K.K.  
+81 3 5325 9703  
[masaaki@corp.phone.com](mailto:masaaki@corp.phone.com)