

Handango Yardstick

Special BlackBerry Edition

First Half 2009

Market Metrics

- Avg. Order Value: \$14.88
- Number of new mobile content providers: 229
- Number of new mobile content titles: 2,937

Top Smartphones Adding Software

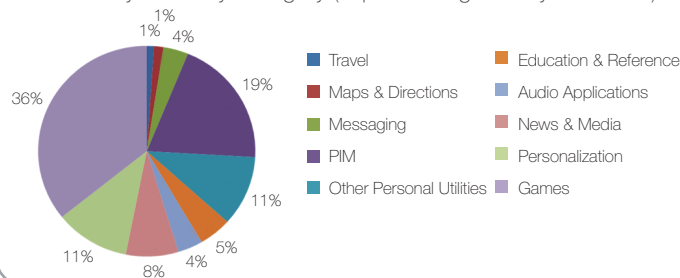
By Revenue:

1. BlackBerry Curve 8330
2. BlackBerry Bold 9000
3. BlackBerry Storm 9500
4. BlackBerry 8830
5. BlackBerry Curve
6. BlackBerry Pearl 8130
7. BlackBerry Curve 8310
8. BlackBerry Pearl
9. BlackBerry Curve 8900
10. BlackBerry 8800

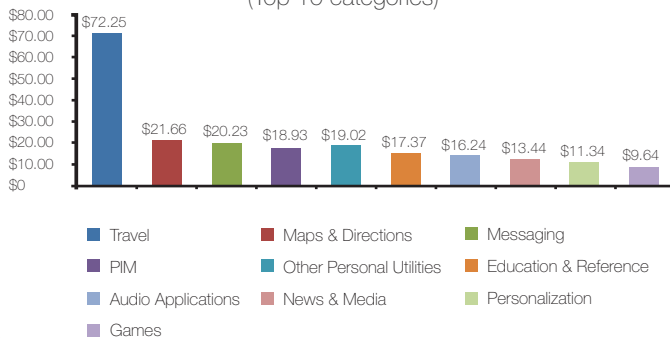
By Units Sold:

1. BlackBerry Bold 9000
2. BlackBerry Storm 9500
3. BlackBerry 8830
4. BlackBerry Curve 8330
5. BlackBerry Pearl 8130
6. BlackBerry Curve
7. BlackBerry Curve 8310
8. BlackBerry Pearl
9. BlackBerry Curve 8900
10. BlackBerry Curve 8320

BlackBerry Sales by Category (Top 10 categories by units sold)



BlackBerry Average Selling Price by Category (Top 10 categories)



Top 25 Best Sellers List (Apps Sold)

BlackBerry

1. Ringtone Megaplex
2. Alltel TV
3. Aces Texas Hold'em® - No Limit
4. Aces Solitaire Pack
5. The Weather Channel
6. e-Mobile Today Professional Edition
7. Pimp My Pearl
8. Vlingo Plus
9. Fart Machine!
10. MONOPOLY Here & Now
11. Bejeweled
12. Deep2 LiveScreen
13. nuTsie iTunes music player
14. The Sims 2
15. Jewelrubble 2
16. Ascendo Fitness
17. BerryTunes 2.5 - MP3, Radio & Podcasts
18. Personal Assistant
19. NEW! eOffice 4.6 Mobile Office Suite
20. TETRIS
21. e-Mobile Planner
22. MemoryUp Pro-Mobile RAM Booster
23. Sudoku Puzzle Pack
24. Voice on the Go
25. Marble Manic

Best Selling BlackBerry Developer

eMobile Software Inc.

Top 10 BlackBerry Games

1. Aces Texas Hold'em® - No Limit
2. Aces Solitaire Pack
3. MONOPOLY Here & Now
4. Bejeweled
5. The Sims 2
6. Jewelrubble 2
7. TETRIS
8. Sudoku Puzzle Pack
9. Marble Manic
10. Tiger Woods PGA TOUR® '09

Top 10 BlackBerry Personal Utilities

1. e-Mobile Today Professional Edition
2. Vlingo Plus
3. Ascendo Fitness
4. Personal Assistant
5. NEW! eOffice 4.6 Mobile Office Suite
6. e-Mobile Planner
7. Voice on the Go
8. MyClock 2.0
9. Ascendo Money
10. SplashID