



SMITH MICRO LAUNCHES EMILY THE STRANGE® TOONCAST STUDIO™ AS PART OF NEW DISTRIBUTION PARTNERSHIP

Easily Create Your Own Emily the Strange Animation and Video Clips with Tooncast Studio

ALISO VIEJO, CA – November 4, 2010 – [Smith Micro Software, Inc.](#) (NASDAQ: SMSI) Productivity and Graphics Group, today announced the availability of the new Emily the Strange® Tooncast Studio™, an application that lets Emily fans of any skill level easily create original one-of-a-kind Emily animations and music videos. Tooncast Studio lets users quickly share their animations online with friends and other fans via email, Facebook and more.

Emily's fans can create animations of their favorite character by selecting from over one hundred pieces of Emily art and animated actions. Users can choose from Emily zombie walking, shooting her slingshot, falling into a hole and other activities. Users can also add music soundtracks and select from hundreds of backgrounds and props to complete their masterpieces.

"Offering our customers the ability to create and share an almost infinite range of animations with their favorite brands and characters is truly unique," said Steve Yatson, Senior Director of Productivity and Graphics of Smith Micro Software. "We're thrilled to introduce an officially licensed Emily the Strange product for Emily's millions of diehard fans."

"How cool is it that anyone can now create a short cartoon, music video, or animated greeting for their friends or foes?" said Rob Reger, Creator of Emily Strange. "I really look forward to seeing what our fans will create with this unique Emily application from Smith Micro."

Key Features of Emily's Tooncast Studio:

- **Easy to Use** – Custom interface and drag-and-drop functions make creating Emily art in Tooncast Studio effortless to learn and easy to use
- **Easy to Share** – One-click Facebook integration makes sharing Emily animations simple
- **Easily Save and Return to Your Animations** – Users can stop creating at anytime and jump back into their stored project once they return.
- **Over One Hundred Backgrounds and Props** – Design a one-of-a-kind Emily video by choosing from a huge variety of backgrounds and props

Pricing and Availability:

The MSRP for Emily's Tooncast Studio is \$29.99 and is available direct from the Smith Micro online store at <http://www.smithmicro.com/emily> and from its North American distribution partners.

About Smith Micro Software, Inc.

Smith Micro Software, Inc., headquartered in Aliso Viejo, California, with offices in Europe and Asia, develops mobility solutions that enable seamless broadband connectivity and next generation media and mobile convergence products over wireless networks. The Company's Productivity and Graphics Group provides software solutions for people who want their computing experience to be more secure, organized and creative. Smith Micro Software's common stock trades on the NASDAQ Global Market under the symbol SMSI. For more information, please visit: <http://www.smithmicro.com>.

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About Emily the Strange

Created by Reger and his company Cosmic Debris in 1993, Emily the Strange has become an internationally celebrated icon for individualism, female empowerment, and do-it-yourself style. Born from the San Francisco graphic arts community, Emily graces a full, rock-influenced fashion clothing and accessory line, including everything from T-shirts, dresses, and underwear to toys, guitars, and school supplies. She is the featured character in a series of comic books from Dark Horse Comics, four hardbound Chronicle Books, and a series of young adult novels from HarperCollins Publishing.

For more information about Emily the Strange, visit <http://www.emilystrange.com>.

About NetToons, Inc.

NetToons, Inc. is a pioneer of user generated animation systems focused on brand immersion. NetToons specializes in tools that empower users of any skill level to make pro-quality animations in real time using popular characters and themes.

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The logo for NetToons, featuring the word "NetToons" in a stylized, rounded font. The letters are primarily orange and red, with a gradient effect. The "N" is large and prominent, and the "T" is also large and stylized. The overall look is playful and cartoonish.