



SMSI SPONGEBOB SQUAREPANTS TOONCAST NICKELODEON FOR IMMEDIATE RELEASE

**SMITH MICRO SOFTWARE, NICKELODEON, AND NETTOONS LAUNCH
SPONGEBOB SQUAREPANTS TOONCAST STUDIO™ AT COMIC-CON 2011**

*Attendees Can Make and Share Their Own SpongeBob SquarePants Tooncast Animations at
Booth #5353*

2011 San Diego Comic-Con International - San Diego, CA – July 20, 2011 – The Smith Micro Software, Inc. (NASDAQ: SMSI) Productivity and Graphics Group today announced that it has joined with Nickelodeon and NetToons to bring the first-ever SpongeBob SquarePants Tooncast Studio to fans of all ages. This new and innovative software application lets fans become part of their favorite show by creating their own pro-quality SpongeBob animations. SpongeBob SquarePants Tooncast Studio will be unveiled at Comic-Con 2011, where attendees can take advantage of an exclusive introductory price at the Smith Micro booth #5353.

With SpongeBob SquarePants Tooncast Studio, fans can animate SpongeBob and his friends in hundreds of different ways by making them walk, run, jump, dance, and much more—all to the tune of a custom music soundtrack. An intuitive tutorial feature helps users create fun SpongeBob stories using a wide variety of background images, special transitions and effects, and character voices—just like in the show. Once created, a simple click lets users share their masterpieces with friends through email or social media.

“Partnering with Smith Micro and Nickelodeon helps us bring Tooncasting to the millions of SpongeBob fans, letting them make and share their own SpongeBob SquarePants stories,” said Jim Myrick, Co-founder and CEO at NetToons.

“SpongeBob is a pop culture phenomenon and one of the most popular series in kids' television history, and we are ecstatic to offer this engaging application that lets fans of any age create their own SpongeBob animations.” says Steve Yatson, Senior Director, Productivity and Graphics Group at Smith Micro Software.

“Are ya ready kids? Aye, aye captain!”

Comic-Con attendees can visit booth #5353 and be the first to experience the new SpongeBob SquarePants Tooncast Studio app and meet the pop culture icon at the following exclusive meet-and-greet events:

- Thursday, July 21, 11:00AM–2:00PM
- Saturday, July 23, 3:00–5:00PM
- Sunday, July 24, 12:00–2:00PM

More information about the SpongeBob SquarePants Tooncast Studio app is available at www.smithmicro.com.

About NetToons:

NetToons empowers brands to engage fans in sharing branded experiences across the digital landscape with its pioneering Tooncast authoring system. NetToons tools let users of any skill level make pro-quality animations in real time using popular characters and themes, and then share these experiences through social media across a variety of devices. Visit www.nettoons.com.

About Nickelodeon:

Nickelodeon, now in its 32nd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon’s U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

About Smith Micro Software, Inc.

Smith Micro Software, Inc., is headquartered in Aliso Viejo, California, with offices across the US and in Europe and Asia. The Company’s Productivity and Graphics Group develops and publishes award-winning software solutions for Windows® and Macintosh®, empowering users in the areas of information access, compression, 3D graphics, and animation.

Smith Micro 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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