



ASX Release

15 February 2010

MobileActive's 4th Screen Advertising Adds McDonalds as Client

Key Points

- **MobileActive's 4th Screen Advertising Australia adds McDonalds to its mobile advertising client roster.**
- **4th Screen Australia showing consistent client roster growth with delivered mobile advertising campaigns including Qantas, 20th Century Fox, Telstra and Spreets.**
- **Campaigns are delivering high performance, click through rates across 4th Screen's expanding publisher network.**

MobileActive Limited (ASX:MBA), Australia's leading independent mobile phone content, interactive services and technology company, said its majority owned 4th Screen Advertising Australia (4th Screen Australia) has added McDonalds to its client roster.

The client roster has grown consistently with delivered mobile advertising campaigns including Qantas, 20th Century Fox, Telstra and Spreets.

Peter Birch, Managing Director of 4th Screen Australia, said: "Agencies are recognising our ad formats are bringing more brand advertisers onto the mobile web. We are ahead of the curve in design and execution."

"Given the nature of our high impact, rich media banners, we are experiencing very high click through performance over our expanding network of publishers. Across the board we are witnessing mobile out-perform traditional online campaigns in terms of ad retention, propensity to purchase and response."

The 4th Screen proprietary mobile ad-serving platform Mpression is the driving force behind the mobile advertising offering. Its features include advanced targeting capabilities as well as rich media ad formats.

"We also have the combined experience and expertise of ourselves and 4th Screen based in the UK, having run volumes of campaigns to date. We are applying this knowledge and experience to meet the requirements of advertisers in Australia," said Mr Birch.

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MobileActive's award winning mobile marketing expertise and 4th Screen's market leading mobile ad-serving technology came together in November 2010 to create 4th Screen Advertising Australia.

The Mpression ad-serving platform offers advertisers access to a host of innovative rich media formats, including application sponsorship, interstitials, real-time dynamic ad insertion, and the exclusive iSlide creative treatment. The iSlide format is for iPhone applications, Android and mobile websites and can be viewed on the iPhone, iPod touch, iPad, Android devices and expands a regular banner to fill almost the whole screen, creating massive impact and huge engagement.

The 4th Screen Advertising Australia joint venture sits in MobileActive's Business-to-Business division, Mobile Embrace, alongside the company's Mobile Entertainment Retail (MER) and RingRing Studios (mobile content production, licensing and distribution) units.

4th Screen Advertising Australia complements the existing infrastructure Mobile Embrace offers to clients, including mobile internet and applications publishing, multichannel digital marketing solutions, M-commerce and billing, messaging solutions, interactive mobile platforms, branded mobile content and applications development, hosting and delivery, loyalty & reward and mobile membership.

About 4th Screen Advertising

4th Screen Advertising is the world's leading premium mobile advertising agency. We offer brands and advertisers more than just a click - we offer them engagement and effective, targeted ROI driven campaigns.

As the mobile advertising space becomes more cluttered, brands need to work harder to distinguish their offering, which is why we're constantly developing new rich media formats and solutions through our proprietary ad server Mpression.

Our publisher clients include global mobile networks operators like Vodafone, Three and Virgin Mobile, while The Guardian, ITN and Shazam are among the publishers who trust us with their mobile inventory. Our advertiser clients include household names such as Star Bucks, Burger King, Coca Cola, Barclaycard, Natwest, Direct Line, Green Flag, Disney, Paramount, Warner Bros, Samsung, Nokia, Peugeot Fiat and more with Mpression delivering over 500M page impressions a month.

4th Screen Advertising is part of Mobile Interactive Group (MIG), a global integrated mobile and digital communications company. MIG has expertise and resources dedicated to mobile marketing, mobile messaging, mCommerce, technology and services provision, the design, build and publishing of mobile internet sites and applications, digital marketing, social media and user experience design.

About MobileActive Limited

MobileActive Limited is Australia's leading independent mobile phone content, interactive services and technology company across business to consumer, business to business and production and licensing. The company engages consumers through mobile building reach, value, understanding and loyalty for its brands and the businesses and brands of its clients and partners.

The company develops, aggregates, markets and distributes a large and diverse range of mobile phone content and interactive entertainment including applications, games, video, music, graphics, information, text, rewards, user generated content, quiz & challenge, social gaming and social networking.

The company provides interactive services and technology including mobile marketing, mobile internet and applications publishing and development, mobile asset management, m-commerce, mobile messaging, mobile membership, loyalty & reward and mobile advertising.

MobileActive operates three divisions: **Mobile Entertainment Retail MER** – direct to consumer sales, marketing and distribution; **Mobile Embrace** – business to business interactive product, services and technology; **RingRing Studios** - mobile content production and global inbound and outbound licensing and distribution.

For more information see www.mobileactivecorporate.com

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