



ASX Release

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Mobile Embrace and Global Red Sign Strategic Alliance

Key Points

- **MobileActive's business to business division Mobile Embrace signs strategic alliance with Global Red to power behavioural marketing on mobile**
- **Mobile Embrace will provide mobile - interactive services, web publishing, marketing and advertising services and platforms**
- **Global Red will integrate with its behavioural marketing solutions to its outstanding client base that represents over 11 million members**
- **Mobile Embrace and Global Red will share revenues**

MobileActive Limited (ASX:MBA), Australia's leading independent mobile phone interactive services, technology and content company, said its business-to-business division Mobile Embrace has entered a strategic alliance with Global Red to power behavioural marketing on mobile communication devices.

Global Red is a behavioural marketing specialist company for its clients whose databases total more than 11 million individual members. Global Red clients are considered blue-chip and have won awards with the Australian Direct Marketing Association (ADMA) in 2009 and 2010 for Best Customer Relationship Program.

Mobile Embrace's platforms will be utilised with Global Red's platforms to seamlessly extend Global Red's behavioural marketing solutions to mobile. The companies will share revenues, based on each company's contribution to opportunity.

Mobile Embrace has proven and robust platforms to support high volume, seamless mobile enablement and customer acquisition solutions for business. It is well positioned with best of breed technology that provides services including mobile web publishing, advertising, mobile marketing, application development, messaging and commerce, giving Mobile Embrace full end-to-end capability.

Mobile Active CEO Chris Thorpe said: "We are excited to be working with Global Red. Their behavioural marketing solutions have an outstanding track record of success in building loyalty and value for their clients. Extending this to capitalise on the growth in mobile as a customer engagement interface is an excellent opportunity".

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MobileActive's Business-to-Business division, Mobile Embrace sits alongside the company's RingRing Studios (mobile content production, licensing and distribution) and Mobile Entertainment Retail (MER) units.

Global Red Managing Director Mark McCormick said: "The relationship with MobileActive is exciting and enables Global Red to push far more intelligent mobile communications driving greater customer engagement and market penetration for our clients".

About Global Red

Global Red was founded in 1998 and today is Australia's leading award-winning behaviour-based customer engagement agency; with blue chip clients across Australia.

Our core business is all about data. We're proud to have an entrepreneurial, yet disciplined approach to business that embraces new media and marketing channels. We specialise in being able to unlock the power of data to drive the right marketing communication to the right customer at the right time across the right channel.

About MobileActive Limited

MobileActive Limited (ASX:MBA) is Australia's leading independent mobile phone interactive services, technology and content company across business to business, production and licensing and business to consumer.

The company engages consumers through mobile building reach, value and loyalty for its brands and the businesses and brands of its clients and partners.

The company provides, end-to-end mobile interactive services and technology including mobile internet and applications publishing, multichannel digital marketing solutions, mobile advertising, M-commerce and billing, messaging solutions, interactive mobile platforms, branded mobile content and applications development, hosting and delivery, loyalty & reward and mobile membership.

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.

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

For more information see www.mobileactivecorporate.com

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