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ASX / MEDIA RELEASE

Mobile Embrace Forecasts Strong Q3 Revenue Growth

Mobile Embrace Limited (ASX: MBE), Australia's leading integrated mobile and digital communications company, predicts a strong March quarter with revenue growth of greater than 10% on the December quarter.

This follows stable trading in the December quarter, with revenue growth meeting forecast at 5.3% on the September quarter.

The company continued its cash flow positive trading throughout the December quarter despite the historically quiet period in December.

The past four months have seen the company move back to EBITDA positive trading averaging \$80,000 EBITDA profit per month. The December half year results show EBITDA profit in excess of \$150,000 up from an EBITDA loss of (\$485,067) for the previous half year to June 2011.

The half year results show revenue increasing to \$4.9 Million up from \$3.9 Million in the previous six month period to June 2011.

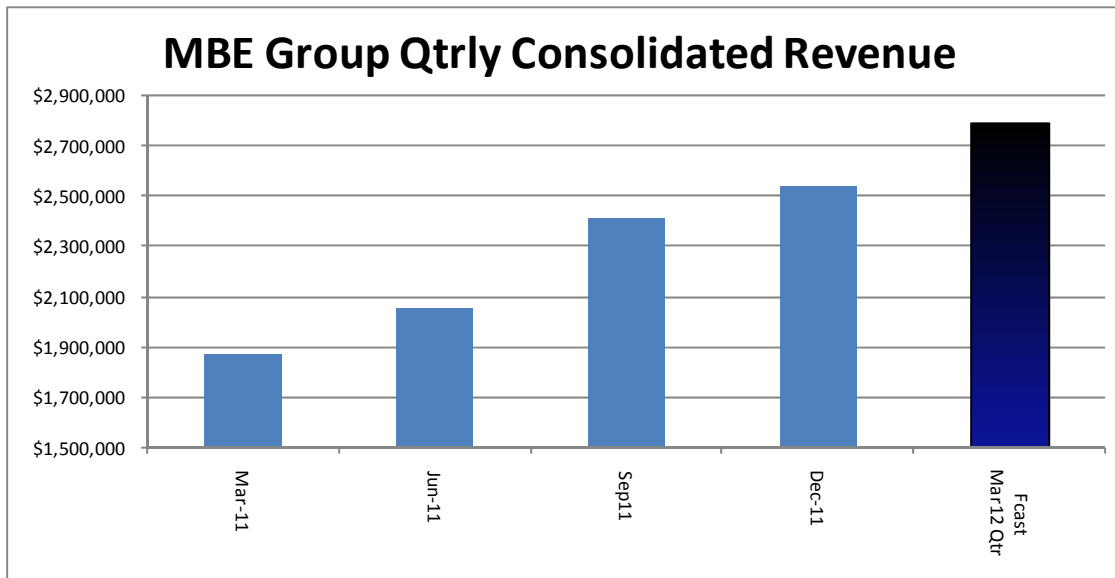
Mobile Embrace CEO, Chris Thorpe said, "We have experienced a strong start in January, also seeing increased market activity as many businesses are engaging Mobile Embrace to provide their integrated mobile solutions. Our mobile advertising publisher network, and the premium mobile advertising space we sell, is evolving at pace. This now makes us a top tier 1 player having access to sell over 800 million monthly page impressions on mobile. For our business-to-business services, this coupled with strong market growth means Q3 is shaping to be our strongest revenue quarter to date and our pipeline suggests this trend will continue."

Mobile Embrace has significant capabilities in providing mobile solutions to businesses and is a market leader in integrated mobile and digital communications.

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**DISCLAIMER**

Forecasts and estimates may be materially different and may be affected by many factors such as the timely release of services, dependencies on carriers, the overall global economy, competition in the industry and other events beyond the control of or unforeseen by Mobile Embrace Limited.

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is Australia's leading integrated mobile and digital communications company.

The company enables businesses to embrace mobile to engage existing customers and to acquire new customers via the mobile phone with highly interactive solutions.

Mobile Embrace makes it simple for its clients to integrate mobile into their business with fully integrated mobile messaging, mobile internet publishing, and mobile advertising platforms and services.

Combined with mobile marketing, mobile application (apps) development and m-commerce technology and services, these proven and robust platforms support high volume, seamless mobile enablement and customer interaction solutions for business.

For more information see www.mobileembrace.com

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