



ASX Release

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Mobile Embrace WINS mobile award with Amnesia Razorfish and Aussie Home Loans

Mobile Embrace Limited (ASX:MBE) Australia's leading integrated mobile and digital communications company has won a 2011 Australian Mobile Award for Aussie Home Loans mobile web site based on the brief and creative design from advertising agency Amnesia Razorfish.

Developed by Mobile Embrace Limited, the Aussie mobile web site showcases the best of mobile web site design and provides users with an informative and engaging mobile experience.

Winner of the Australian Mobile Awards Financial Information and Tools category, the Aussie Home Loans site features easy to use navigation and highly relevant content. Showcasing innovation and the power of HTML5 enhanced features for smartphones, users can calculate borrowing power and loan repayments, search property guides, read market news, research loans, book broker appointments and more.

The Aussie Home Loans mobile website was developed utilising Mobile Embrace's mobile web publishing platform that automatically renders mobile websites to optimise them for 17,000 different mobile devices. The Aussie Home Loans mobile website also includes custom technology developed by Mobile Embrace.

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 the mobile opportunity, to reach further than before, to engage existing customers and to find new customers via the mobile phone with highly interactive mobile solutions.

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

Combined with mobile marketing, mobile application development and mcommerce technology and services, these proven and robust platforms support high volume, seamless mobile enablement and customer acquisition solutions for business.

About Australian Mobile Awards

The 2011 Australian Mobile Awards are an awards program recognising the best of the Australian Mobile Industry. We celebrate outstanding achievement across all aspects of the Australian mobile landscape and reward the creativity and insight of both individuals and business at the cutting edge of the industry.

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The awards showcase leading mobile achievements through a broad selection of categories including best device over multiple operating system, best applications including Entertainment, Business, Information, News, Education, Health/Wellbeing, Utilities, Navigation, Banking/Finance and Games, to Innovation in the Mobile Industry, including Best Audience Migration to Mobile Technology, Best Mobile Expanded Service and Best New Service to the mobile market.

For more information see www.mobileembrace.com

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