



ASX Release

14 July 2011

Change of Name to Mobile Embrace Limited

As approved by shareholders at the Extraordinary General Meeting held on 30 June 2011, the company MobileActive Limited has been re-named to Mobile Embrace Limited. The change of name has now been approved by the Australian Securities and Investments Commission.

It is anticipated that the company's securities MobileActive Limited, ASX Code (MBA), will change to Mobile Embrace Limited, ASX Code (MBE), on Monday 18 July 2011.

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 ever 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 (apps) development and mcommerce technology and services, these proven and robust platforms support high volume, seamless mobile enablement and customer acquisition solutions for business.

For more information see www.mobileembracecorporate.com

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