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ASX / MEDIA RELEASE

Mobile Embrace September Quarter Exceeds Growth Forecast

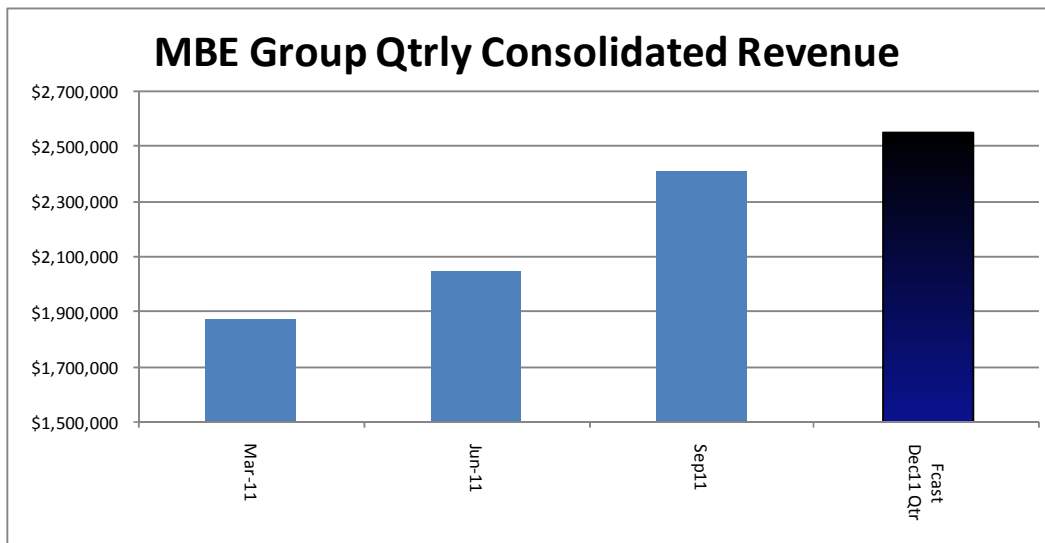
Mobile Embrace Limited, (ASX: MBE) Australia's leading integrated mobile and digital communications company, posted a stronger than expected September quarter, with revenue growth of 17% on the June quarter. This is a further improvement on the previously announced forecast revenue growth of 10%.

The Company returned to cash flow positive trading in September and October generating a total \$220,000 EBITDA profit for the two months.

Growth is predicted to continue through the December quarter, which is historically a quiet period for B2B services. The Company forecasts stable trading and revenue growth greater than 5% on the September quarter.

Mobile Embrace CEO, Chris Thorpe, said he anticipates increased market activity in the March quarter, as many businesses have already engaged with Mobile Embrace to provide their integrated mobile solutions in the New Year.

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



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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