



ASX/Media Release

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Mobile Embrace and Network Ten Sign Exclusive Mobile Advertising Partnership

Key Points

- **Exclusive partnership to provide advertisers with leading edge mobile advertising solutions in Australia**
- **Mobile Embrace to integrate its mobile ad-serving technology with Network Ten, allowing advertisers to place ads across Network Ten's mobile assets**
- **Mobile Embrace to act as Network Ten's exclusive 3rd party sales agent and preferred partner for mobile advertising production**

Mobile Embrace Limited (ASX:MBE), Australia's leading integrated mobile and digital communications company, has signed an exclusive strategic partnership with Network Ten to provide advertisers with leading edge mobile advertising solutions.

Mobile Embrace will integrate its mobile ad-serving technology platform with Network Ten, enabling advertisers to place advertisements across Network Ten's mobile assets, including iPhone and Android platforms.

Mobile Embrace will also act as Network Ten's exclusive third party sales agent and preferred partner for advertising production, driving the monetisation of Network Ten's mobile advertising inventory.

The partnership between Mobile Embrace and Network Ten will provide best in market mobile advertising solutions for advertisers by combining Network Ten's advertising capability with the proven technology of Mobile Embrace *Mpression* mobile ad-serving platform as well as Mobile Embrace's mobile production, marketing and creative platforms and global expertise.

Peter Birch, Sales Director Mobile Embrace, said: "We are excited to be partnering with Network Ten. Our combined reach and market leading mobile advertising products means we can collectively assume pole position in this market, and can offer advertisers the very best in tailored mobile solutions.

"This deal effectively means we should be the first place agencies come to when looking to embrace the unique benefits mobile devices can bring advertisers."

Mobile Embrace provides businesses with full mobile messaging, publishing and advertising solutions – all of which can be precisely targeted.

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Revenue from the partnership with Network Ten will be generated from media, ad serving and working together to combine assets, technology and expertise to deliver a more competitive solution for advertisers.

The mobile ad-serving platform Mpression is the driving force behind Mobile Embrace's mobile advertising offering. Its features include rich media ad formats and advanced targeting capabilities. At its heart is a sophisticated but user-friendly media planning tool.

The Mpression ad-serving platform offers a host of innovative rich media formats, including application sponsorship, interstitials, real-time dynamic ad insertion, and the exclusive iSlide creative treatment.

The iSlide format is for iPhone applications, Android and mobile websites and can be viewed on the iPhone, iPod touch, iPad and Android devices. It expands a regular banner advertisement on a mobile web site to fill almost the whole screen, substantially increasing impact and customer engagement.

iSlide also enables enhancements on many levels including click-to-call, SMS, email, video, polling and survey, social network interaction, calendar integration, video and location based functionality.

"We generate leads as a result of our creative, strategic and production expertise. The strategic partnership with Network Ten immediately accelerates our position and ability to deliver great responses to all advertiser needs," said Mr Birch.

"Combined with our rich media and HTML5 mobile advertising formats we now have the best ad formats and targeting. Advertising is about reach and frequency as well as impact. We are best placed on all fronts."

Mobile Embrace has proven and robust platforms to support high volume, seamless mobile enablement and customer acquisition solutions for business. Best of breed technology that provides services including mobile web publishing, advertising, mobile marketing, application development, messaging and commerce, giving Mobile Embrace full integrated mobile communications capability.

Mobile Embrace's mobile advertising technology is part of the exclusive technology licence and commercial partnership it has with the UK's leading integrated mobile and digital communications business Mobile Interactive Group (MIG) for Australia and New Zealand (ANZ) and Mobile Embrace's majority held joint venture in 4th Screen Advertising Australia.

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 m-commerce 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.mobileembrace.com

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