



ASX/Media Release

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***Mobile Embrace Signs Exclusive Commercial Partnership with
Modapt for Australian Market***

Key Points

- **Mobile Embrace to sell and implement Modapt's mobile adaption software, enabling businesses to easily adapt their existing websites so they can be viewed in a user-friendly way on any mobile phone that supports internet browsing**
- **Mobile Embrace's sales reach will expand as it will take over management of Modapt's commission only Australian resellers and current sales pipeline**
- **Mobile Embrace to generate revenue from hosting, licensing and implementation fees**
- **Modapt's software platform will complement Mobile Embrace's suite of mobile platforms that enable business to benefit from the growth of mobile internet usage and smartphone adoption**

Mobile Embrace Limited (ASX:MBE), Australia's leading integrated mobile and digital communications company, has entered into an exclusive partnership with Modapt for the Australian market to sell and implement Modapt's mobile adaption software, enabling businesses to adapt their existing websites so they can be viewed in a user-friendly way on any mobile phone that supports internet browsing.

Mobile Embrace's sales reach will expand as it will take over management of Modapt's commission only Australian resellers and current sales pipeline. Mobile Embrace will also work with Modapt in servicing its existing customers and provide implementation services and consultancy for Modapt's USA resellers and customers.

Revenue is generated from hosting, licensing and implementation fees.

Neil Wiles, Managing Director of Mobile Embrace, said: "We are excited to be partnering with Modapt. We share Modapt's goal to provide users with the best possible experience on mobile."

"As the statistics show, currently very few websites are optimised for viewing on a mobile phone screen, making the user experience a poor one. Businesses must embrace mobile because that's the way of the future. People will access the internet primarily on a mobile device and the 'snacking' mentality of mobile internet users means business must make a strong and meaningful first impression with how their website appears on a mobile device or the user will be gone."

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Joe Barber, Chief Executive Officer of Modapt said: "Going mobile is far more than just making a site 'work'; it's about understanding the way customers and consumers interact over mobile and understanding the behavioural challenges on both mobiles and tablets".

"Modapt is all about delivering highly optimised and targeted experiences whilst maintaining a single content source for maintenance. Mobile Embrace is an experienced mobilisation company that understands both the technical and business objectives of delivering a compelling user experience for both mobiles and tablets."

"Mobile Embrace is exactly the type of strategic partner Modapt is seeking worldwide. We are excited by the long term partnership with Mobile Embrace."

The Modapt software platform will complement Mobile Embrace's suite of proprietary and exclusively partnered mobile platforms that enable business to quickly benefit from the growth of mobile internet usage and smartphone adoption.

Mobile Embrace provides business with full mobile messaging, publishing, marketing and advertising solutions.

"The addition of Modapt to the depth of mobile solutions we offer customers supports our aim to always be the first place for business when looking to establish and grow an effective presence on mobile devices," said Mr Wiles.

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 Modapt

Modapt™ provides a hosted platform technology that enables businesses to easily adapt their website so that it can be viewed in a user-friendly way on any mobile phone that supports web browsing. The service maintains live real-time integration between the Web property (CMS) and the mobile version. All transcoding and content adaptation is done on the fly. Any changes made to the main website are adapted to the mobile version synchronously. The product can also build standalone mobile web sites. The company is privately held with offices in Boston, Massachusetts and Melbourne, Australia. The company is a privately held Australian company.

For more information see www.mobileembrace.com

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