



MARKET RELEASE

1 February 2012

Mobile Embrace Limited

TRADING HALT

The securities of Mobile Embrace Limited (the "Company") will be placed in Trading Halt Session State at the request of the Company, pending the release of an announcement by the Company. Unless ASX decides otherwise, the securities will remain in Trading Halt Session State until the earlier of the commencement of normal trading on Friday, 3 February 2012 or when the announcement is released to the market.

Security Code: MBE

Styn Timmermans
Adviser, Listings

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1 February 2012

Suzanna Dabski
Senior Adviser, Listings (Sydney)
Companies Announcement Office
Australian Securities Exchange

Dear Suzanna,

Request for Trading Halt

In accordance with Listing Rule 17.1, Mobile Embrace Limited (**Company**) requests the granting of a trading halt for its securities pending an announcement by the Company in relation to a proposed capital raising.

It is requested that the trading halt continue until the earlier of open of normal trading on Friday 3 February 2012 or when a market release is issued indicating the recommencement of trading.

The Company confirms that it is not aware of any reason why a trading halt should not be granted.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Paul Jeronimo', written over a light blue circular stamp.

Paul Jeronimo
Company Secretary