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ASX RELEASE

Mobile Embrace Partners with PERFORM

Mobile Embrace Limited (ASX: MBE), a mobile payments and mobile marketing company, today announced it has partnered with PERFORM and announced the launch of the first product to market.

Mobile Embrace's m-payments business Convey and PERFORM will combine mobile-optimized sports services, with the ability for consumers to pay with the convenience and security of direct carrier billing.

PERFORM creates and distributes sports content that millions of fans around the world interact with every day. PERFORM's global content collection, production and distribution capabilities alongside industry leading digital products are unrivalled in the market and enable PERFORM to generate revenues through licensing, advertising and subscription.

Every year PERFORM produces and distributes over 43,000 live events, over 5bn video on demand streams, 430,000 editorial articles and up to 1,600 data points for over 35,000 events across over 2,600 distribution clients.

The first product launched is InGame. It is a made for mobile global football destination, providing access 'on the go' to a live match centre featuring live scores and in-depth team and player statistics, the latest news, video-on-demand and covering major football leagues from around the world.

Ongoing InGame will cover EPL, A-League, Champions League, Europa League, La Liga, Serie A, Ligue 1, Bundesliga and more, and can be made available in 11 languages.

"We are very pleased to be working with PERFORM. They are leaders in their field, who have outstanding sports content on a global scale, and share our vision of delivering consumers quality mobile products with exciting and immersive mobile experiences", said Neil Wiles, Managing Director and Co-Founder of Mobile Embrace Limited.

"InGame is a complete mobile solution for the large and growing market of football enthusiasts. You can spend a lot of time there and barely scratch the surface. It is a pleasing addition to our m-payments product portfolio and another step in building more quality, diversity and depth into our total product offering."

About Mobile Embrace Limited

Mobile Embrace Limited (ASX:MBE) is a mobile payments and mobile marketing company. We are a Digital Distribution Network for the complete end-to-end mobile customer life-cycle. Through our integrated and award winning mobile marketing, advertising and m-payments infrastructure (including a Tier 1 local/global premium publisher advertising network, mobile media trading desk, m-commerce and mobile marketing platforms and applications) we enable the reach, engagement, transactions with and embracement of consumers via mobiles and tablets. For more information please visit: www.mobileembrace.com

About PERFORM

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PERFORM Group PLC is a FTSE 250 listed business and the world's leading digital sports content group. Through unrivalled global content collection, production and distribution capabilities PERFORM creates digital products that drive traffic, engagement and revenues for over 2,600 of the world's leading media and betting companies and enable brands to engage with over 180 million sports fans every month.

www.performgroup.com

Mobile Embrace -- Further information:

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