



## **MEDIA RELEASE**

10 November 2009

### **MobileActive's Flicker Ticker Launches on UK TV Networks**

MobileActive Limited (ASX: MBA), Australia's leading independent mobile phone entertainment content and services company, today launched its Mobile Flicker Ticker mobile application, produced by its RingRing Studios division, in the United Kingdom.

MobileActive Managing Director Neil Wiles said the UK marketing of Flicker Ticker would be funded by MobileActive's distribution partners in the territory.

"This commitment by our distributors, in putting solid marketing dollars behind the promotion of our mobile applications, demonstrates the revenue potential seen in our products," said Mr Wiles.

"UK TV advertising is running on SKY Viacom channels and the E4 digital channel, reaching a combined 29 million viewers", said Mr Wiles.

Mobile Flicker Ticker is an entertaining mobile application that transforms the mobile phone into a full screen scrolling ticker with text, allowing the user to customise the application in a number of entertaining ways and send visual messages.

"We have specialised in producing novelty mobile applications that 'turn your mobile into something else', an area with growing global demand," said Mr Wiles.

The first release of Mobile Flicker Ticker was produced by MobileActive's RingRing Studios division for Java enabled phones, the largest installed mobile handset base globally, and is available in eight languages.

MobileActive's global distribution network through its RingRing Studios division is now 96 countries across 662 channels and growing.

MobileActive's RingRing Studios mobile applications are distributed globally through a combination of independent retailers, telecommunication carriers and branded application stores like iTunes, Nokia's Ovi store and Android Marketplace.

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**About MobileActive Limited**

MobileActive Limited (ASX: MBA) is Australia's leading independent mobile phone entertainment, content and services company across business to consumer, business to business and production and licensing.

The company builds brands, customer value and loyalty through mobile entertainment for its customers, and the customers of its business partners utilising its core Digital Asset Management, Digital Media Merchandising and Mobile Membership Services infrastructure.

The company develops, aggregates, markets and distributes a large and diverse range of mobile phone entertainment and services including content such as games, video, music, graphics, information and applications and services including loyalty and reward, user generated content, quiz and challenge, mobile marketing and social networking systems.

**MobileActive** operates three divisions: **Mobile Entertainment Retail MER** – direct to consumer marketing and distribution; **Mobile Embrace** – B2B services; **RingRing Studios** - in-house mobile content production and global inbound and outbound licensing and distribution.

For more information see [www.mobileactivecorporate.com](http://www.mobileactivecorporate.com)

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