



ASX / Media Release

15 June 2010

Drew Kelton, President Enterprise Services at Bharti Airtel and former MD of Telstra International, Joins MobileActive

MobileActive Limited (ASX:MBA), Australia's leading independent mobile phone entertainment content and services company, today announced the appointment of Drew Kelton as a Non-Executive Director.

Mr Kelton was recently appointed President Enterprise Services at Bharti Airtel, India's largest mobile phone operator and one of Asia's leading integrated telecom service providers. Bharti has just acquired Kuwait-based Zain's mobile phone operations in 15 African countries for US\$10.7 billion.

Mr Kelton's responsibility at Bharti Airtel, which is expanding outside its home market, is to create a world class Business-to-Business (B2B) organisation. He is also a member of Bharti's management board.

Prior to joining Bharti Airtel, Mr Kelton spent eight years as Managing Director of Telstra Corporation's International business unit where he was responsible for driving business growth in Telstra's offshore operations and establishing a multi-national customer division to oversee Telstra's biggest global customers. He took the business from \$72 million in revenue to \$500 million in revenue and \$50 million EBITDA. The international unit had over 500 staff in 26 locations around the globe.

Mr Kelton has over 30 years experience in telecommunications and IT solutions and has worked in Europe, Australia, Asia and the US. He holds a Bachelor of Science in Electrical and Electronic Engineering (Hons) from Glasgow's Paisley College of Technology. In addition, he is a Chartered Engineer and Member of the Institution of Engineering and Technology.

"Having a person of Mr Kelton's extensive corporate and executive experience in telecommunications, particularly in expanding operations and reaching out to new customers, will be invaluable in assisting MobileActive's growth strategy", said MobileActive Chairman David Haines. "He is a welcome addition to our board."

Mr Kelton starts his new role with MobileActive on 1 July 2010.

Last month, MobileActive completed the acquisition of 50.1% of racing information and tournament business 12Follow Pty Ltd and TopBetta Pty Ltd, and also announced it had entered in an exclusive technology licence and commercial partnership with Mobile Interactive Group (MIG), the UK's leading independent mobile and digital communications business, for Australia and New Zealand.

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

Chris Thorpe
Chief Executive Officer
MobileActive Limited
(02) 9360 3385
chris.thorpe@mobileactive.com

Media Enquiries
Mitchell Hume
Cannings
(02) 8284-9910
mhume@cannings.net.au