



ASX/Media Release

1 April 2011

MobileActive Launch Mobile Applications with Motorola

Key Points

- **Android Mobile applications (apps) produced by MobileActive's RingRing Studios have launched on Motorola's app store**
- **Applications are published and for sale in Argentina, Brazil, Mexico and China**

MobileActive Limited (ASX: MBA), Australia's leading independent mobile phone content, interactive services and technology company, today announced Android applications produced by its RingRing Studios division have launched on the Motorola app store.

Eight RingRing Studios mobile apps developed for Android based mobile handsets are published and for sale on Motorola's application store in Argentina, Brazil, Mexico and China.

RingRing Studios mobile applications are distributed globally through a combination of independent retailers, telecommunication carriers and branded application stores.

MobileActive's RingRing Studios division (in-house mobile content production, licensing and distribution) sits alongside its Mobile Entertainment Retail division (MER), and Mobile Embrace (Business-to-Business) units.

About MobileActive Limited

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

The company engages consumers through mobile building reach, value and loyalty for its brands and the businesses and brands of its clients and partners.

The company develops, aggregates, markets and distributes a large and diverse range of mobile phone content and interactive entertainment including applications, games, video, music, graphics, information, text, rewards, user generated content, quiz & challenge, social gaming and social networking.

The company provides interactive services and technology including mobile marketing, mobile internet and applications publishing and development, mobile asset management, m-commerce, mobile messaging, mobile membership, loyalty & reward and mobile advertising.

MobileActive operates three divisions: **Mobile Entertainment Retail MER** – direct to consumer sales, marketing and distribution; **Mobile Embrace** – business to business interactive product, services and technology; **RingRing Studios** - mobile content production and global inbound and outbound licensing and distribution.

For more information see www.mobileactivecorporate.com

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