

7 April 2011

ASX Announcement

Motopia signs Heads of Agreement with Pro Fantasy Sports (Australian mobile app developer for exclusive mobile rights to marquee AFL players)

Motopia Limited (ASX:MOT) is pleased to announce that it has entered into a binding Heads of Agreement to acquire all the share capital in Pro Fantasy Sports Pty Ltd (**PFS**) in consideration for the issue of two million Motopia shares at a premium rate of \$0.50 per share to the existing PFS shareholders. Motopia estimates that forecasted revenue from this exciting new suite of applications could exceed \$500,000 p.a.

PFS are an Australian company focused on the development of sports mobile apps. Existing PFS stakeholders include current AFL Carlton Captain Chris Judd, former Hawthorn AFL players Shane Crawford and Steven Greene, Adrian Giles who *co-founded the internet business 'Hitwise' in 1997 and Jeremy Bouris ('PFS Stakeholders')*. Discussions with PFS Stakeholders to consult on the development of PFS's mobile apps continue, following its acquisition by Motopia.

PFS have signed an exclusive two year mobile rights agreements with four prominent AFL players; 1) Chris Judd of Carlton; 2) Jimmy Bartel of Geelong; 3) Luke Hodge of Hawthorn; and 4) Luke Ball of Collingwood. These AFL players will participate in future app development; including an app being developed and targeted towards fantasy AFL competitions.

Motopia and the PFS Stakeholders are negotiating a Revenue Share Agreement for net revenue derived from sales, sponsorship and advertising of mobile apps developed by PFS, such net revenue will be split 60% to Motopia and 40% to existing PFS Stakeholders.

Matthew Gerard, Chief Executive Officer (MOT) said today "This is a huge opportunity for Motopia to break into the sports sector in Australia, the rights agreements with AFL players is synergistic to the Motopia offering and allow us to leverage on well-known names to capitalize on marketing opportunities. I believe the acquisition of PFS will enable Motopia to consolidate its position as a leader in the development of sports industry mobile apps."

"On a personal note and as an avid AFL supporter, I am extremely excited by this opportunity and see Motopia as being a market leader in the Australian sports mobile application arena. AFL is epitomic of the Australian culture, so while we are making headway internationally, as an Australian company it's great to make a solid impact in the domestic market."

For further information, please contact:

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