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ASX RELEASE

Mobile Embrace Signs m-Payments Agreement for the UK

Mobile Embrace Limited (ASX: MBE), a mobile payments (m-payments) and mobile marketing (m-marketing) company, today announced it has signed a connectivity partner agreement for Direct Carrier Billing to access all major telecommunications carriers in the UK, providing UK consumers with a seamless mobile product engagement and mobile payment experience.

Mobile Embrace's m-payments business, Convey, will integrate its end-to-end mobile marketing and m-payments infrastructure with the connectivity partner's billing platform to expand Mobile Embrace's global reach and connectivity to UK mobile operators. The service makes it easy and convenient for consumers to complete transactions via their mobile devices, and it offers a compelling offering that will help Mobile Embrace reach the UK market where the use of mobile payments is forecast by industry for strong and sustained growth.

"The UK is an exciting addition to the Company's strategic expansion into selected new territories and further strengthens our digital distribution network. UK adoption of mobile payments is growing along with the demand for user friendly mobile services and solutions," said Neil Wiles, Managing Director and Co-founder, Mobile Embrace.

There are approximately 83 million mobile handsets and data connections in the UK.

The integration of Mobile Embrace's m-payments infrastructure will enable content providers and digital businesses to reach customers at scale and monetize their products and services through a frictionless payment option that is secure, faster and more convenient than a credit card. Direct Operator Billing provides a single interface to operators' billing systems, allowing them to charge customers for application and content downloads directly to a mobile phone bill or pre-paid balance. This approach greatly increases transaction completion rates.

Customer acquisition, management and billing will be powered by Mobile Embrace's digital distribution network -- through its Media Trading Desk that buys and manages mobile advertising in real time -- and Mobile Embrace's Customer Management Platform that integrates mobile billing with digital products and services.

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

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