



ASX/Media Release

11 April 2011

## **MobileActive Signs Third Major Australian Carrier Agreement**

### **Key Points**

- **MobileActive signs third SMS carrier agreement with Major Australian telecommunications carriers to establish a direct connection to their networks for sending and receiving SMS**
- **MobileActive to implement an SMS gateway to support growth of its Mobile Embrace business-to-business division**
- **Establishment of the SMS gateway and direct carrier connections will support business expansion and also improve SMS gross revenue margin in the Mobile Entertainment Retail division**

MobileActive Limited (ASX: MBA), Australia's leading independent mobile phone content, interactive services and technology company, has signed a third SMS carrier agreement with major Australian telecommunications carriers (telcos).

MobileActive Limited has direct carrier agreements with all three major Australian carriers.

This follows the company's announcement of 30 March 2011 that two agreements had already been signed with major carriers.

MobileActive is in the process of establishing an SMS gateway to be connected directly to Australia's major telecommunications carriers. Currently the company's carrier connections are via a third party.

An SMS gateway is a device or service for delivering SMS messages to mobile networks from other media, or vice versa, allowing transmission or receipt of SMS messages to and from the telecommunications carrier networks with or without the use of a mobile phone.

The establishment of the gateway will enable MobileActive's Mobile Embrace business-to-business division to deliver its products and services directly through the major carrier networks and to be an aggregator for third parties to deliver products and services directly through the carrier networks supporting business growth.

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In addition the gateway will enable the company's Mobile Entertainment Retail Division (MER) to improve gross SMS revenue margin and once implemented can be utilised by MobileActive's majority owned mobile advertising joint venture 4<sup>th</sup> Screen Advertising Australia.

The SMS gateway will sit in MobileActive's Business-to-Business division, Mobile Embrace, alongside the company's Mobile Entertainment Retail (MER) and RingRing Studios (mobile content production, licensing and distribution) units.

The SMS gateway complements the existing full mobile services infrastructure Mobile Embrace offers to clients, including mobile internet and applications publishing, multichannel digital marketing solutions, M-commerce and billing, messaging solutions, interactive mobile platforms, branded mobile content and applications production, hosting and delivery, loyalty & reward solutions and mobile membership services.

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#### **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](http://www.mobileactivecorporate.com)

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