



**Media release**  
**10 February 2010**

**Mnet Group wins competitive IP Grant through South Australian Government Initiative**

**10 February 2010, Sydney-** Australia's leading full service mobile solutions company, Mnet Group has been awarded a competitive *Tomorrow Grant* of \$100 000 from the Government of South Australia's Creative Industries program. Mnet Group will utilise the business funding to further develop their innovative mobile service delivery platform *Campaign Mobile*.

*"Being awarded this competitive grant is a tribute to the ongoing technical innovation on which we pride ourselves at Mnet. A core part of our differentiation in the marketplace is to provide great service on a foundation of strong, innovative technology".* Said *Horden Wiltshire, CEO Mnet Group*.

*Campaign Mobile*, a Software-as-a-Service mobile marketing platform, represents a unique convergence of the power of the Internet experience with the immediacy of the mobile phone. The innovative platform is a simple setup process, with powerful delivery and reporting capabilities allowing users to create mobile campaigns that target and engage their customers.

Campaign Mobile enables existing staff to create and deliver mobile campaigns to more than 6,500 mobile device variants in over 200 countries and territories worldwide. The inventive platform negates the need for third-party mobile-service providers and specialist mobile-development agencies.

The *Tomorrow IP Grant* is an important element of the South Australian Government's Creative Industries Program. Providing funding for up to \$100,000 for established businesses to develop and commercialise new intellectual property, relevant to the creation and distribution of digital media products and services.



The program helps successful applicants make a strategic investment in the future growth of their business. For further details on the Tomorrow IP Grant, please visit [www.creativeSA.org](http://www.creativeSA.org).

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### **About Mnet Group**

Mnet Group represents the conclusion of the recent merger of Mercury Mobility and Mnet Corporation. The companies were both established in 2001 and have longstanding, experienced executive and employee expertise in delivering successful Mobile solutions.

Both companies are leaders in the mobile content and mobile marketing & professional services industries respectively and the merged entity provides the breadth and depth of capabilities across the Mobile Industry ecosystem for local and international customers.

The companies are pioneers in, and have helped shape, the local Australian mobile industry and both are built on a number of deep client relationships that span many years. Each company has an outstanding track record of working with these clients to deliver market-leading innovation in mobile. For Mercury Mobility and Mnet Corporation, technical capability has been matched by exceptional customer service and insight, supported by full-time in-house research and development staff.

