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ASX RELEASE

Mobile Embrace Partners with M1 Singapore

Mobile Embrace Limited (ASX: MBE), a mobile payments and mobile marketing company, announced today it will partner with M1 Limited (M1), to provide Direct Carrier Billing for M1 postpaid customers in Singapore.

Mobile Embrace will bring M1 customers mobile-optimized digital products and services, and the ability to pay with direct carrier billing, an easy and secure mobile payment channel.

Customer acquisition, management and billing will be facilitated 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.

"This is Mobile Embrace's second m-payments telecommunications carrier partnership to date in Singapore and gives us additional reach and access to the Singaporean market", said Neil Wiles, Managing Director and Co-Founder Mobile Embrace Limited.

"This partnership is another step in our measured South East Asian expansion."

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

About M1 Limited

M1 is Singapore's most vibrant and dynamic communications company, providing mobile and fixed services to over 2 million customers. Established in 1997, M1 achieved many firsts, including the first operator to offer nationwide 4G service, as well as ultra high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN). With a continual focus on network quality, customer service, value and innovation, M1 links anyone and anything; anytime, anywhere. For more information, visit www.m1.com.sg.

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