



Mnet Group Limited
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PRESS RELEASE
For immediate release

Mnet Group opens Los Angeles Office

Sydney, Australia, October 11, 2011 – Mnet Group (ASX: MNZ) announces the opening of its first Los Angeles office to meet increasing demand for mobile internet services.

The new office will support and build on existing mobile advertising business with Yahoo! Inc. and work directly with new clients seeking mobile and multi-channel solutions to the delivery and marketing of their products and services, in the form of mobile, tablet and internet TV sites and applications.

This milestone represents steady progress in the region for the pioneering mobile internet company. Mnet was founded in Australia in 2001 and built sections of the successful Yahoo! Mobile portal in California in 2005. It continues to build hundreds of post-click mobile internet sites and rich media solutions for Yahoo! Inc. advertisers in partnership with Crisp Media.

“The gloves are off for mobile in America,” said Kristy Manson, Executive Vice President of Sales at Mnet Group. “Companies see mobile’s destiny as the key customer interface, they are discovering its unique and pivotal capabilities and they are looking to established experts like Mnet to provide the competitive advantage: in research, in strategy, in user experience and in technology.”

Heading up the Los Angeles office is Mnet’s new Vice President for North America, Adam Webb. An industry professional of 10 years, Adam began his career in the UK with media agency MPG, working across a range of clients spanning FMCG, Travel, Retail/Fashion, Technology and Telecommunications. In 2005 he moved to Australia, specializing in digital at Yahoo!7 for five years, ultimately as Group Sales Manager of the display advertising sales team.

“Mnet has been developing mobile solutions for our US clients for the past three years, which has led to us forging strong relationships in this market,” Mr Webb said. “It’s the right

time for us to further develop our presence here by establishing the local office, and there is no better place than California to do this. We look forward to the challenge ahead.”

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About Mnet Group Limited

Mnet is a leading full service mobile solutions company. From Mobile Web through to iPhone, iPad and Android applications, Mnet provides the technology and expertise to enable our clients to sell and market their products and services via mobile devices. Our commitment to superior customer service coupled with our strong foundation of proprietary technology makes Mnet the mobile partner of choice for many of the world's leading telecommunications carriers, media companies and enterprises.

Offices are located in Sydney, Brisbane, Adelaide and Los Angeles with 50+ staff stationed across the Group offices.

<http://www.mnetgroup.com>