



Mnet Group Limited
ACN 125 736 914

January 21, 2011

PRESS RELEASE
For immediate release

Mnet Group mobilises Santos Tour Down Under

Mnet Group (ASX: MNZ) announces the successful launch of the South Australia Tourism Commission's (SATC) Santos Tour Down Under mobile site (m.tourdownunder.com.au), which runs from 16 - 23 January 2011.

Cycling enthusiasts from around the world can follow all of the action and excitement of the Santos Tour Down Under via the advanced mobile site (m.tourdownunder.com.au), which provides dynamic content throughout the race and has extensive functionality and features that will work with any 3G enabled mobile device.

"A special feature of the mobile site is the "click-to-call" which allows people to place a call straight to the South Australian Visitor and Travel Centre (SAV&TC) for tourism information" said Mnet Group's CEO, Horden Wiltshire.

Wiltshire added "Other key features include a dedicated results section which is updated after each stage and maps of all the race routes."

The Santos Tour Down Under Mobile site full list of features includes:

- **Live Feed** - Up-to-the-minute updates from all stages of the race.
- **Teams** - Provides a breakdown and short description of all teams competing at the Santos Tour Down Under.
- **Routes** - Contains the date, time, distance, circuit and map of each route.
- **Results** - Gives the stage by stage results plus overall event results.
- **Events**- Details of events to check out during the Tour.
- **Social Media** - Facebook/Twitter/YouTube - links to send the campaign viral.
- **Travel SA**- Tourism information for those visiting South Australia for the event.
- **Sponsor Page**- A page dedicated to the sponsors of the Santos Tour Down Under.

Wiltshire also said "We are proud to be associated with the delivery of this exciting mobile site for the SATC and look forward to developing further mobile solutions for them in months to come."

Luke M. Revill, Digital Project Manager at the SATC said "The Mnet team delivered beyond the Commission's expectations and built an engaging mobile experience for the fans of the Santos Tour Down Under."

Revill added “this development is a first for the SATC. We are seeing more people visiting our websites from mobile devices than ever before. Having the ability to deliver real time race information whilst at the same time connecting Santos Tour Down Under fans with the SAV&TC via the “click-to-call” functionality is a big win for the SATC, tourists and South Australian tourism operators”.

ENDS

For further enquires please contact:

MNET GROUP:

Paul Paoliello, CSMO Mnet Group Limited

M. +61 408 339 067

paul.paoliello@mnetgroup.com

www.mnetgroup.com

About Mnet Group Limited

Mnet is Australia’s 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 and superior mobile content retailing, 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 and Adelaide, with 60+ staff stationed across the Group offices.