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MEDIA RELEASE

Mercury Mobility signs Licensing and Distribution Agreement with THQ Wireless International S.a.r.l.

Mercury Mobility Limited (ASX:MMY) has entered into a major licensing and distribution agreement for personalisation and games mobile content with THQ Wireless International S.a.r.l., for the territories of Australia and New Zealand.

The relationship will provide Mercury Mobility with a wealth of THQ Wireless' branded content to supply to its major carriers including Hutchison 3G Australia and Optus and will significantly boost and complement Mercury Mobility's own direct-to-consumer portal YOUMENOW™.

"THQ Wireless has a tremendous legacy of success in creating games based on animated family films and we believe this licensing and distribution agreement will provide THQ Wireless greater diffusion across Australia and New Zealand of console, interactive and wireless games", said Andy Hodgson, Director – Asia Pacific, THQ Wireless.

THQ Wireless' catalogue includes outstanding titles such as Indiana Jones™, Star Wars®, WWE® SmackDown® vs. Raw®, Saints Row®, Disney·Pixar's Ratatouille and Wall·E movies.

THQ Wireless is a leading global publisher of mobile games and personalisation content, marketing gaming genres for action/adventure, puzzle, strategy, sports/racing and casual, to more than 750 million worldwide mobile subscribers across every major carrier.

"THQ Wireless is an outstanding addition to our content partner portfolio and through agreements like this; we continue to focus on being the partner of choice for the world's top mobile content developers and publishers. This agreement will build on Mercury Mobility's rising dominance in the direct-to-consumer market and will offer strong growth for the mobile content genre of off-portal mobile games market," said Ben Grootemaat, Managing Director, Mercury Mobility.

End-user generated revenues for mobile games are forecast to grow from US\$5 billion in 2007 to nearly US\$16 billion by the end of 2012 (Source: Juniper Research)

Mercury's direct to consumer flagship YOUMENOW™ is a mobile video community and distribution channel with great potential interacting across both web and WAP and allows users to share their own content and communicate with friends in a sophisticated and rich environment. The site features record label NOWLETS for artists including promotional content, interviews, EPKs, 30 second streaming sample of the artists' video clip or an image of the album artwork.

For further information please phone Ben Grootemaat on 07 3853 5535.

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