



Mnet Group Limited
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PRESS RELEASE
For immediate release

Mnet Group Become Technology Partner for LiveWire Mobile

Sydney Australia, August 17, 2010 – Mnet Group (ASX: MNZ) today announces deployment of their Mercury Content Management Delivery System with LiveWire Mobile's Infuse Integrated Storefront service at a North American telecommunications carrier, providing subscribers with a convenient way to purchase and download DRM-free full-track music, ringtones, wallpapers, games, and applications.

The LiveWire Mobile Infuse™ Storefront Service features Mnet Group's (ASX: MNZ), Mercury Content Management Delivery System, providing a complete end-to-end, multi-content, service delivery platform offering robust, centralized content management and reporting tools and a web service that opens the door to third-party applications. It allows service providers to market personalized content to consumers yielding a seamless and intuitive shopping experience.

LiveWire Mobile integrated storefront services features an easy-to-use discovery and purchase experience that keeps consumers coming back for more. The service offers content providers across all media types a secure and highly scalable distribution and content delivery platform to expand their reach across multiple consumer device channels.

Adam Thibault, Vice President of Sales at Livewire Mobile said "Mnet was chosen as Livewire's technology partner for the Infuse™ Storefront Service, due to the company's extensive expertise and experience across the mobile ecosystem. Mnet was also chosen for their pro-active attitude and responsiveness to our requirements".

"We believe that LiveWire Mobile and its customers will benefit from our innovative technology, which allows for easy shopping and retailing of premium digital content including ringtones, games, applications, DRM-free full tracks and video." said Paul Paoliello, Chief Sales & Marketing Officer at Mnet Group.

Key features of Mnet's Mercury Content Management Delivery platform include:

- Recommendations - Multi-content recommendations logic connects data from multiple user touch points to present the most relevant content to each user to ensure a truly personalized experience

- Multimedia Bundles - Dynamic merchandising tools maximize cross-sell opportunities by bundling content of the same type or any combination of content types;
- Promotional Pricing - On-demand and dynamic configuration of pricing by individual content, content collection, content provider and artist; and
- Campaign Management - Enables rapid creation and distribution of specialized promotions on separate and concurrent portals, including micro-sites, and targeting specific sets of users across multiple devices.

LiveWire Mobile is a registered service mark and Infuse is a trademark of Livewire Mobile, Inc.

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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 3 offices.

About LiveWire Mobile

LiveWire Mobile (Pinksheets: LVWR) is a world leader in managed personalization services. LiveWire Mobile's integrated suite of mobile personalization services includes ringback tones, advertising ringback, ringtones, mobile full-track music and video downloads, a fully integrated storefront, and other applications, as well as dedicated content and service marketing, integrated storefront management and marketing. LiveWire Mobile makes mobile personalization services easier to use and helps drive service usage and adoption. For more information on Livewire Mobile, please visit www.livewiremobile.com.