



Mnet Group Limited
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PRESS RELEASE
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Mnet Group mobilises TVNZ on iPad

Sydney Australia, August 23, 2010 – Mnet Group (ASX: MNZ) announces the successful deployment of Television New Zealand Limited's (TVNZ) first application for iPad and Mnet's first iPad deployment in overseas markets.

"TVNZ's iPad application has already become the number one free app at the New Zealand iTunes Store since launch and has been downloaded over 3,000 times in less than a week. TVNZ are clearly leaders in the New Zealand market already having an advanced mobile website now complimented by emerging platforms such as the iPad." said Mnet Group's CEO, Horden Wiltshire.

Wiltshire added "We are proud to be associated with the delivery of this exciting application for TVNZ and look forward to developing the product further in months to come."

"Mnet has been furiously delivering numerous applications for both iPhone and iPad over the last year and that trend towards companies investing in mobile continues to accelerate."

"Our first priority was to deliver dedicated news content so the iPad app is all about news, sport, weather and what's on TV", said TVNZ's Digital Media General Manager Tom Cotter.

Cotter also said "We wanted to reflect the look and feel of tvnz.co.nz but at the same time create an iPad experience. This is the first phase".

"Upgrades with extra functionality and features will continue to be rolled out to the iPad app plus more news video and live streaming of news features are in the pipeline."

TVNZ iPad news app (version 1) features:

- National, world, business, sport and entertainment news
- Comprehensive weather information, including regional forecasts
- Up-to-date TV schedule for all TVNZ channels and all other free-to-air channels
- News video

"We've forged a great working relationship with Mnet over the last year and working on the iPad was a natural extension of this," said Sophie Lyon, TVNZ Digital Media's Business Manager for Emerging and Social Platforms.

This follows an earlier deployment of the upgraded TVNZ Mobile website (m.tvnz.co.nz) by Mnet Group in December 2009, which delivers optimised user experience across a broader handset base than previously possible.

The TVNZ mobile website features include:

- News, Sports, TV and Weather feeds
- Advertising
- Program Guide
- Video
- Send2Friend of article/page via SMS
- Web2Mobile integration from online website

Additional content is added on an ad hoc basis to either support TVNZ's programming, such as the recent New Zealand version of MasterChef or topical content and events such as the 2010 FIFA World Cup.

TVNZ's Tom Cotter added "These ongoing developments are all about getting TVNZ content onto more platforms and devices."

ENDS

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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 TVNZ

TVNZ is New Zealand's biggest free-to-air broadcaster and is also the nation's television public broadcaster. We operate four channels, TVONE and TV2, and another two digital-only channels, TVNZ 6 and TVNZ 7, which are broadcast through-out the Freeview platform. As well, TVNZ runs an online "catchup TV" service called TVNZ ondemand.

The TVNZ Charter provides a guide to our broadcasting responsibilities and makes it clear that TVNZ's role is to reflect and explore what it means to be a New Zealander. To New Zealanders this unique and special responsibility means quality television that educates, informs and entertains through local home grown programming and the best of international programming.

About 90% of TVNZ's revenue is gained through commercial activity such as advertising, licensing and merchandising and hiring out production resources. Approximately 10% of our revenue comes from government sources.