



## **MEDIA RELEASE**

### **BRISBANE BASED MOBILE ENTERTAINMENT COMPANY LISTS ON AUSTRALIAN STOCK EXCHANGE**

**Embargoed until 1pm on Thursday, 2 August, 2007**

Mercury Mobility Limited (ASX Code: MMY), one of Australia's leading mobile phone personalisation, entertainment and technology companies, announced its Listing on the Australian Stock Exchange today.

Following its recent demerger from the Cellnet Group, Mercury Mobility Limited has raised \$3 million to assist with the implementation of their global growth plan.

Mercury Mobility Limited Managing Director Ben Grootemaat said: "there's been an outstanding response under the rights issue from existing shareholders and potential investors, further highlighting the level of interest in the mobile entertainment market."

Grootemaat further commented the company has enjoyed six years of outstanding growth, and believes the new structure of a public company will enable them to quickly secure more market share globally.

"It's our aggressive expansion strategy that can seize this potential and accelerate and extend our global footprint, which currently includes operations in Australia, New Zealand, Canada and the UK."

Since its inception in 2001, Mercury has developed sound relationships with most of the major carriers, and has also gained a reputation for delivering profitable solutions for global telecommunication carriers including Hutchison 3, Telecom NZ, Bell Canada and numerous other carriers.

Mercury is at the forefront of delivering and producing content for global entertainment companies and developing state of the art technology to manage and deliver a wide range of content including ring tones, created and licensed true tones, video assets, ring back tones, wallpapers and animations, mobile music download services, a range of mobile television services and a user generated platform called You Me Now.

Mercury Mobility Limited Chairman, Mel Brookman said: "we're confident the company is in an advantageous position to continue to expand in what is now one of the fastest growing industries in the world."

The mobile content industry is undergoing a rapid and exciting transformation, and market analysts estimate it to be worth \$19 billion, or around 10% total of mobile phone billings, globally.

Analysts predict the market is expected to continue to grow with potential revenues as high as \$1 trillion annually, representing as much as 90% of customers billed revenue by 2015.

Mr Brookman said the anticipated global growth is staggering, and further highlights how successful Mercury has been to date given it's only operated in a small section of the market.

“In anticipation of this massive industry growth, Mercury will further invest in technology development, R&D innovation, and the retail content market,” said Mr Brookman.

#### About Mercury Mobility

Mercury was founded in Brisbane in 2001 by Managing Director Ben Grootemaat. Mercury built its business locally, gaining a track record with telecommunications carriers for delivering to them revenue and product innovation.

In 2001, Mercury was one of the first to market in Australia with a polyphonic ringtone and in 2004 one of the first to market in Australia with a realtone.

Cellnet Group Limited (Cellnet) established a relationship with Mercury from its inception, initially assisting in the distribution of pre paid ringtone cards to its telecommunication customer base. Cellnet acquired the Mercury business with effect from 1 July 2004.

In the last 18 months to 2 years, Mercury has expanded internationally and has secured major accounts in Europe and North America.

Recognising the differences in the types, stages, needs and cultures of the businesses, Mercury de-merged from Cellnet on 7 June 2007.

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