



PRESS RELEASE:

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MYTHUM INTERACTIVE RENEWS DEAL WITH MOBIQA TO TAKE MOBILE MARKETING TO THE NEXT LEVEL

Edinburgh, UK – (*9 February 2009*) – MyThum Interactive, one of North America's leading mobile media companies have extended their resellers agreement with Mobiqa, world leaders in mobile barcode technology, for a further two years. This contract renewal follows a series of high profile mobile marketing successes from MyThum including Molson Canadian Rocks Revealed, Canada's first mobile ticketed gigs and Rogers Wireless Box Office, the world's first complete end-to-end mobile ticket purchase and delivery service.

Mobiqa's mobile barcode solutions enable MyThum customers, including many of North America's leading media and consumer brands, to distribute redeemable coupons and tickets directly to the mobile phone. In addition to generating and delivering the barcode, the end-to-end solution also facilitates easy redemption via an integrated scanner at the point of sale or at the admission gate.

Anthony Kanfer, CTO at MyThum Interactive says, "We're happy to renew our longstanding partnership with Mobiqa as they continue to lead global innovation in mobile ticketing and mobile couponing solutions. Mobiqa's patented technology and flexible platform strongly compliment MyThum's proprietary mobile application platform, allowing us to provide world class end-to-end mobile solutions to our partners."

Nick Rankin, CEO, Mobiqa Ltd, comments, "The decision by MyThum to renew their resellers agreement with us is fantastic and will undoubtedly lead the way to future successes of mobile barcode products and services within North America. Mobiqa highly value their relationship with

one of the region's leading mobile media companies and look forward to the continued drive of mobile ticketing and couponing to the wider North American market."

Note to Editors:

About Mobiqu

Mobiqu are world leaders in mobile phone ticketing and mobile phone couponing. Mobiqu's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS, Email and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqu's patented barcode technology is available on six continents and in over 40 countries including USA and China. Mobiqu is a private limited company headquartered in Scotland. Learn more at www.mobiqu.com

About MyThum Interactive

MyThum Interactive is one of North America's leading mobile media companies helping brands and broadcasters to build a direct relationship with consumers through their mobile device. MyThum enables the mobile channel using a comprehensive toolkit that includes SMS, MMS, interactive television, mobile web, mobile ticketing and couponing, rich content, and interactive voice response. MyThum is a privately held company based in Toronto, Canada. Learn more at www.mythum.com