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## **MyThum Interactive: Mythum Interactive Renews Deal With Mobiqua To Take Mobilemarketing To The Next Level**

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Edinburgh, UK -- MyThum Interactive, one of North America's leading mobile media companies have extended their resellers agreement with Mobiqua, 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.

Mobiqua'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 Mobiqua as they continue to lead global innovation in mobile ticketing and mobile couponing solutions. Mobiqua'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, Mobiqua 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 within North America. Mobiqua 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."