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September 12, 2006

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Barcodes on Your Phone: MyThum Interactive Takes Mobile Marketing Level

Technology enables marketers and retailers to issue tickets and to the mobile phone that can be scanned at the point of sale or gate.

TORONTO, Sept. 11 /CNW/ - MyThum Interactive, Canada's leading media company, is pleased to announce that it has signed a reseller with Mobiqa, the world leaders in mobile ticketing and mobile coupons based on the creation, delivery and redemption of barcodes to mobile devices.

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

"The delivery of a scannable mobile barcode solution opens virtually limitless possibilities for our customers" said Michael Carter, President of MyThum. "This will dramatically accelerate the development of the mobile phone as a media and marketing channel".

Consumers can request mobile tickets or coupons directly from their mobile phone by sending a text message to a short code number, or opt in to receive offers from a brand as part of its mobile relationship marketing program. Once the coupon or ticket is on the consumer's phone, it is with them wherever they go.

"Mobiqa sees Canada as a very exciting market both for mobile ticketing and mobile couponing" said Iain McCreedy, CEO of Mobiqa. "The combination of Mobiqa's world leading technology and MyThum's market leadership in mobile media will ensure the successful implementation of these powerful new technologies".

Mobiqa's award-winning solutions have been deployed for large-scale events and campaigns worldwide. In June, Mobiqa set a world record in mobile ticketing by issuing over 20,000 mobile tickets for the O2 Wireless Festivals in London.

About MyThum Interactive Inc.

MyThum Interactive is Canada's leading mobile media company, helping brands and broadcasters to build a direct relationship with consumers through their mobile phone. MyThum powers mobile strategies using a comprehensive toolkit that includes text messaging, interactive television, rich media, interactive voice response and promotion through out-of-home digital signage. MyThum is a privately held company based in Toronto. Learn more at www.mythum.com.

About Mobiqa

Mobiqa is the world leader in mobile phone ticketing and mobile coupons.

couponing. Mobiqa's services are based on the delivery of standard mobile phones via SMS, MMS and WAP. Our patented technology ensures barcoded tickets/coupons hit all standard handsets on the market. I has created a number of 'world firsts' in concert and event ticketing as multimedia coupon promotions. Mobiqa technology is available on continents and in 30 countries including USA and China. Mobiqa is a limited company headquartered in Scotland. Learn more at www.mobiqa.com

For further information: Michael Brown, VP Mobile Marketing, MyThum Interactive Inc., (416) 848-4115 x225, mbrown@mythum.com

MYTHUM INTERACTIVE INC. - More on this organization



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