



PRESS RELEASE: **For Immediate Use**

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MOLSON CANADIAN ROCKS REVEALED: MOBI-TICKETS FOR MOLSON CANADIAN'S REVEALED CONCERT WINNERS

Molson Canadian Rocks Revealed is a series of highly secretive Flash Parties culminating in an exciting and exclusive gig. The first concert in Vancouver will feature former Soundgarden and Audioslave lead singer Chris Cornell on July 9th. The only way to see this gig is by receiving a mobile phone ticket.



Chris Cornell fans can receive details on how to win tickets to the gig by texting 'REVEALED' to 665766. Once registered, dates and locations of the Flash Parties will be sent out to party goers 48 hours in advance as well as a reminder SMS that will go out 2 hours before the Flash Party where fans can get together to have a chance to win their mobi-ticket.

The Flash Parties could prove very rewarding to those in attendance as they will have a chance to win tickets to the final Chris Cornell Molson Canadian Rocks Revealed show and other prizes. Every 30 minutes m-ticket winners will be drawn and they will be notified immediately on-site via SMS that they have won making this series of events some of the most thrilling and sought after gigs in Canada.

The lucky winners to the final Molson Canadian Rocks Revealed show will have their tickets sent to their mobile phone in the form of a barcoded message. This barcode is then presented at door on the night of the gig where it is scanned by staff to permit entry.

“We are proud to be partnered with Mobiqua and Molson on this program for a second year in a row,” said Michael Carter, President and CEO of MyThum Interactive, “This solution is ideal for live events like Revealed and we look forward to pioneering the evolution of ticket delivery in North America with the scannable mobile bar code.”

“We are really excited to be using m-tickets to bring this exclusive show to our beer drinkers for the second year in a row,” said Paul Lipson, Senior Brand Manager, Molson Canadian. “With partners like Mobiqua and MyThum, we continue to engage our consumers in a highly interactive way by giving them unique ways to get access to amazing live music experiences.”

“The secretive nature of these events and the exclusive tickets up for grabs makes Molson Canadian Rocks Revealed a highly popular and fun filled series of gigs.”
Iain McCready, CEO of Mobiqua continues, “mobi-ticketing allows these gigs to maintain their secrecy and exclusivity enhancing the live music experience for music fans. We’re really excited that MyThum and Molson are taking full advantage of mobile ticketing capabilities and we look forward to seeing increased mobi-ticket usage throughout Canada in the future.”



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Note to Editors:**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 content, interactive voice response and promotion through out-of-home digital media. MyThum is a privately held company based in Toronto. Learn more at www.mythum.com.

About Mobiqua

Mobiqua are the world leaders in mobile phone ticketing and mobile phone couponing. Mobiqua's services are based on the delivery of standard barcodes to mobile phones via SMS, MMS and WAP. The company has created a number of 'world firsts' in concert, transport, sports and event ticketing as well as multimedia coupon promotions. Mobiqua's patented barcode technology is available on six continents and in over 30 countries including USA and China. Mobiqua is a private limited company headquartered in Scotland. Learn more at www.mobiqua.com

About Molson Canada

With roots dating back to 1786 and a time-honoured tradition of brewing quality beers, Molson Canada is proud to be the nation's preferred brewer. The company proudly offers the most popular brands in Canada with an award-winning brand portfolio which includes Molson Canadian, Coors Light, Molson Export, Molson Dry and Rickard's. Molson Canada also partners with other leading brewers to offer such global brands as Heineken, Corona, Miller Genuine Draft and Foster's Lager. Molson operates six breweries, including the boutique brewery Creemore and invests in communities from coast-to-coast through its various charitable initiatives and sports and entertainment sponsorships. Molson Canada is part of the Molson Coors Brewing Company.