



**PRESS CONTACT**

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## **Aircel India Launches Streaming Music iPhone Application**

*miRoamer's iPhone application white-labelled by India's third-largest telecommunications carrier*

**(Melbourne, Australia – 15 July, 2011)** – miPearl India, a joint venture between listed digital media company Mi Media Holdings Limited (FRA: 8MK) and Pearl Engineering India, announces the miRoamer iPhone application has been white-labelled by Aircel, India's third-largest telecommunications carrier.

The Aircel iPhone application is a white-labelled version of the miRoamer iPhone application which launched recently on the App Store. The product has been completely customized for the Indian market, and includes a selection of Indian-specific content accessible directly from the main menu.

In addition, the Aircel iPhone application allows users to access tens of thousands of Global AM/FM radio stations anywhere, anytime. Users can also browse by location, genre, or station name, as well as access local radio stations.

"Working with Aircel represents a tremendous opportunity for us to provide our multi-award winning streaming music service to tens of millions of mobile subscribers," said Rajat Behl, CEO of miPearl India. "We are committed to delivering the best digital music service to our listeners. Our mission is to delight our listeners every time they tune in to the Aircel Radio application, through great innovation, localised content and an unparalleled user experience."

Aircel is India's third-largest telecommunications carrier with in excess of 55 million subscribers. Headquartered in Gurgaon, Haryana India, the company specialises exclusively on mobile telecommunications products and services.

India recently surpassed 800 million mobile subscribers, and remains one of the fastest growing mobile telecommunications markets in the world.

### **Availability**

The Aircel India iPhone application is available FREE from the App Store from 15 July 2011.

For more information on currently available miRoamer software, content or technology for the subcontinent market, please contact Rajat Behl, CEO miPearl India, at +91-9811800185 or visit [www.mimediholdings.com](http://www.mimediholdings.com).

**About Aircel India**

The Aircel Group, formed in 1994, offers affordable and outstanding mobile services to a vast subscriber base in India. Aircel has a vision of delighting its customers by giving them the respect they deserve. Our goal is to provide our customers with exemplary service and persistently look for new ways to surpass their expectations.

**About miRoamer**

[miRoamer](#), a wholly-owned subsidiary of listed company Mi Media Holdings Limited (FRA: 8MK), is a category-leading software for enhanced Internet radio entertainment, which can be installed in a variety of consumer electronic products, including car radios, smart phones, gaming consoles and audio-visual equipment from televisions to home stereo systems. Users have access to media content from a common platform, using as many electronic products as they wish. The miRoamer Internet portal allows users to access favorite content providers and stations, as well as customize how they access them. miRoamer is licensed by some of the world's biggest and most prestigious automotive and consumer electronics companies. For more information, call +61 3 9639 0061 or visit [www.mimediholdings.com](http://www.mimediholdings.com).

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