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miRoamer Joins the Research In Motion (RIM) BlackBerry® Alliance Program

miRoamer joins the BlackBerry Alliance Program in development of mobile Internet applications for the global Internet media market.

(Melbourne, Australia – April 28, 2010) – [miRoamer](#), a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK) - the original global innovator in the Internet radio and media industry – has joined the BlackBerry Alliance Program, an industry association driving the development of mobile applications made for the RIM BlackBerry Smartphone platform.

Through the BlackBerry Alliance Program, miRoamer is able to gain access to industry-leading resources in development, marketing and training that will help to expand its business opportunities into the BlackBerry Smartphone applications platform.

Through the BlackBerry Alliance Program, miRoamer aims to be seriously recognized as a premier contender in the Internet media applications marketplace and will be consistently working towards future goals with RIM and other members of the RIM partner community. Through this alliance, miRoamer will be able to better gather resources and tools in making great mobile applications in building applications that provide for strong revenue opportunities through high sales numbers. The BlackBerry Alliance Program is for organizations that endeavor in providing applications and services that enhance the value of the BlackBerry solution and miRoamer has been qualified in meeting the criteria for such a highly regarded alliance program.

“We are excited to be a part of the BlackBerry Alliance and to strengthen our company goals to be a global leader in the mobile application platform market with RIM and the BlackBerry platform,” said George Parthimos, Founder and Managing Director, Mi Media. “We believe our vast experience in creating the world’s first portable Internet media player and powering the world’s first Internet car radio will help strengthen our roles in the BlackBerry Alliance Program, ultimately accelerating the pace at which new and innovative Smartphone applications can be developed.” The BlackBerry Alliance Program will be at the forefront for Smartphone applications underwritten by the miRoamer digital media platform.

For more information on currently available miRoamer software, content and/or technology, please contact Anton Sommer, Head of Business Development and Sales at +41 79 301 95 20 or visit www.mimediainholdings.com or www.miroamer.com for more contact details.

About the BlackBerry Alliance Program

The global BlackBerry Alliance Program is structured in powering the ideas of BlackBerry application developers towards a new level of success. The BlackBerry Alliance Program allows the member company

to gain access to industry-leading resources in development, marketing, sales and training that help expand business opportunities and in realizing potentials.

The BlackBerry Alliance Program allows companies to be members of this program based on members meeting the program eligibility requirements. Through the four program tiers in the BlackBerry Alliance Program, members are allocated various resources and benefits based on meeting the program eligibility requirements for each tier.

About miRoamer

[miRoamer](#), a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK), is a category-leading software solution 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, please call George Parthimos (Chief Executive Officer) at + 61 3 9856 1111 (AUS) or visit www.mimediholdings.com.

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