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January 6, 2009

miRoamer Partners with Blaupunkt to Introduce the World's First Internet Car Radio

Drivers can access largest and most diverse global selection of Internet radio from their car stereo

(Consumer Electronics Show, Las Vegas, NV North Hall Booth 5418 - January 6, 2009) - miRoamer, a global innovator in the Internet radio industry, is announcing a partnership with Blaupunkt, one of the world's leading consumer electronics manufacturers and specialists in car multimedia, at the 2009 Consumer Electronics Show (CES). The partnership will introduce the world's first Internet car radio, giving drivers access to the world's largest and most diverse selection of Internet radio content through their car stereo.

"The beauty of Internet car radio is the customized user experience," said George Parthimos, Founder and CEO, miRoamer. "Today, users want to jump in their car and go - no pulling out third-party devices or plugging in cords to access their music and information. miRoamer's development with Blaupunkt is the first seamless Internet radio solution. Now, with the simple push of a button, users can access AM/FM stations or Internet radio's thousands of music, entertainment, news and talk stations from around the world, all from the same car stereo."

The world's first Internet car radio by Blaupunkt will enable drivers to tune into miRoamer's tens of thousands of radio stations and really feel like they're there. Users' favorite Internet radio stations can be easily chosen via clearly arranged information on a large screen display, enriched by state-of-the art performance in terms of car multimedia and consumer electronics connectivity.

"The move to develop an Internet car radio solution is a new paradigm and a real starting point for in-car digital media," said Robert Demian, Head of Global Sales, miRoamer. "miRoamer was the first and remains the only true digital media platform. By partnering with Blaupunkt, who has always been recognized as the first to introduce new and innovative products to the car audio markets, consumers now have access to all of the great benefits of Internet radio in their car, while experiencing unparalleled sound quality and reliability that is far superior to what they are accustomed."

"Integrating Blaupunkt stereos with miRoamer technology was a logical step in creating a truly multimedia driving experience," said Dr. Gerhard Pitz, Head of Product Center, Car Radio, Blaupunkt. "Drivers will be able to use all the features they're familiar with, such as phone, address book, Bluetooth and navigation, but with the first Internet radio, driven by miRoamer, we are able to offer them the ability to tune into the world."

miRoamer also offers the ability to browse genres or stations and customize preferences, providers and search options online at miroamer.com. The Internet portal also allows users to add media that is not currently offered on miRoamer, by simply providing the URL and adding it to their favorites.

Availability

Blaupunkt Internet car radio stereos, driven by miRoamer, will be rolled out as built-in original equipment. For more information on currently available miRoamer software, content or technology, please contact Robert Demian at +61 401-674-123 or visit www.miroamer.com.

About Blaupunkt

For information about Blaupunkt visit www.blaupunkt.com.

About miRoamer

miRoamer is an Australian-based subsidiary of Mi Media Holdings Limited. miRoamer technologies include category-leading softwares for an enhanced Internet radio entertainment experience which can be installed in a variety of consumer electronic products including car radios, smartphones, digital picture frames and audio-visual equipment ranging from televisions to home stereo systems.

Users have access to a vast selection of media content all from a common platform using a variety of Internet enabled products. The miRoamer Internet portal allows users to access their favourite content providers and stations all at one location and can be highly customisable to suit the needs of corporate brandings. For more information, please visit www.miroamer.com.

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