MI MEDIA HOLDINGS

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miRoamer Announces Expansion Into Asia with New Hong Kong Office

Business development veteran Colin Ward to lead the global Internet radio expansion in Asia

(Melbourne, Australia – March 4, 2010) – miRoamer, a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK) and global innovator in the Internet radio industry, announces its expansion into Asia with the opening of a new office in Hong Kong. Due to growth demands, miRoamer has hired Colin Ward as the Business Development and Sales Manager to head-up the expansion in Asia, with new offices in the United States and Europe to follow in the coming months.

"We are excited to open a new miRoamer office in Hong Kong due to unprecedented demands and growth," said George Parthimos, Founder and CEO, Mi Media, and creator of the world's first portable Internet media player. "Colin was the obvious choice to head up our Hong Kong office. His sales expertise and business development experience in the Asian market, combined with his customer-centric attitude, will certainly position miRoamer for continued growth and success in the Internet radio space."

Colin Ward has more than 25 years experience in the electronics industry, with the majority of it in Asia Pacific. Ward has a proven track record of starting and developing businesses in the consumer electronics field, more specifically in the Audio / Video and networked media segments.

"I am thrilled to be part of the miRoamer team," said Ward. "The expansion of our presence into the South Asia theatre reflects the importance of the area to the key sector of consumer connected products. The miRoamer platform represents the leading edge of the technology for connected products and will offer significant competitive advantages to both brands and ODMs in the area."

The Hong Kong expansion follows on the heels of miRoamer's December 2009 partnership announcement with Geodesic, a leading provider of award-winning mobile and desktop solutions for instant messaging, VoIP and Internet radio in the Asian market. Geodesic is utilizing miRoamer's Internet radio platform for its Mundu Radio application. Leveraging the award-winning media platform, Mundu Radio is able to offer end-users the world's largest and most diverse selection of Internet radio content anywhere, anytime, directly from their mobile phones.

For more information about miRoamer software, content or technology, please contact Robert Demian at +61 401-674-123 or visit www.mimediaholdings.com

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, call 317-806-1900 x120 or visit www.mimediaholdings.com.

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