



PRESS CONTACT

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miRoamer Music Service Launches with M1 1box in Singapore

(Melbourne, Australia – April 29, 2011) – miRoamer, a wholly-owned subsidiary of listed company Mi Media Holdings Limited (FRA: 8MK) and global innovator in the Internet radio industry, announces a year-long supplier agreement with M1 Limited (SGX: M1), a leading telecommunications provider in Singapore, to supply the miRoamer music service via the M1 1box TV Internet set-top product. The miRoamer service will be available free to all subscribers of M1 1box from 29th April 2011 onwards.

Commented Alex Tan, Director, Product Development, M1 Limited, “We are pleased to present miRoamer music service on our M1 1box plug-and-play device, adding on to its compelling content-mix and providing our subscribers with convenient music access to over 12,000 international radio stations, with five dedicated M1-music portals of varied music genres; enhancing M1’s service offerings to our customers.”

Included as part of the “Music” section of M1 1box, the miRoamer music service offers users the ability to tune into miRoamer’s tens of thousands of unique internet radio stations from nearly a dozen different global content providers, as well as the miRoamer Platinum service. Users will be able to browse and select music by location, genre or station name.

“We are very excited to partner with M1 to bring Internet radio to the living room,” said Colin Ward, Business Development and Sales - Asia, miRoamer. “Connected products have revolutionized the way all of us access media and our mantra of ‘Access Anywhere’ is fast becoming a reality for consumers of streaming media. The miRoamer music service not only offers M1 customers an endless amount of Internet media content to enhance their home entertainment experience, but more importantly, an easy way to manage that content through their 1Box product.”

Availability

The miRoamer music service will be available in Singapore from 29th April 2011, onwards, in the “Music” section of M1 1box. No firmware upgrade is required for existing M1 1box customers.

For more information on miRoamer software, content or technology, please contact Colin Ward, Business Development and Sales – Asia, at +852 2861 1288 or visit www.mimediholdings.com.

About miRoamer

miRoamer.com, 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.mimediaholdings.com.

About M1 Limited:

M1 is Singapore's most vibrant and dynamic mobile, broadband and fixed communications service provider, with over 1.9 million customers. Established in 1997, M1 became the first operator to launch ultra high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN) in September 2010. With a continual focus on quality, customer service, value and innovation, M1 brighten lives by linking anyone and anything; anytime, anywhere. More information on www.m1.com.sg.

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