



PRESS CONTACT

May Liu
may@miroamer.com

Micromax Mobile Licenses miRoamer Android App For India and Subcontinent

miRoamer now pre-installed on all Micromax Android Handsets

(New Delhi, India – 10 June, 2011) – 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 a supplier agreement with Micromax Mobile (India), a leading distributor of mobile handsets in India and the subcontinent market, to pre-install the miRoamer music service in all new Micromax Android handsets. The miRoamer service will be pre-installed “out-of-the-box” to all customers who purchase a Micromax Android handset, with the first product being the new Micromax Bling 2 handset.

Micromax has committed to ship a minimum of 200,000 mobile handsets with the miRoamer Android application pre-installed “out-of-the-box”, with the A55, A60 and A70 handset models the first to begin shipping. In addition, miRoamer will be included in each product promotion and marketing collateral, reinforcing the unique and compelling capabilities of the newly-purchased handset to customers.

The miRoamer Android app 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. Users have the ability to browse by location, genre or station name.

“Micromax Mobile represents a fantastic opportunity for miRoamer to enter the burgeoning Indian and subcontinent mobile market,” said Rajat Behl, CEO, miPearl India. “We are thrilled to be working with such a successful local vendor who understands the market and growth opportunities the miRoamer music service provides.”

India recently surpassed 800 million mobile subscribers. With around 20 million new subscribers per month, India continues to be one of the fastest growing mobile subscriber markets in the world.

Availability

The miRoamer music service will become available across all newly purchased Micromax handsets from June 2011.

For more information on currently available miRoamer software, content or technology, please contact Rajat Behl, CEO miPearl India, at rajat@miroamer.com or visit www.mimediaindiaholdings.com.

About Micromax Mobile

Micromax Mobile is one of the largest Indian domestic mobile handset companies. The company’s strategy is to focus on innovating, designing and using the latest technologies to develop products at affordable prices.

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.

###