



PRESS CONTACT

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miRoamer Launches Windows Phone 7 Application

Application available FREE on the Marketplace

(Melbourne, Australia – 28 July, 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 the launch of the miRoamer Windows Phone 7 mobile application.

Part of the miRoamer mobile application family, the Windows Phone 7 application allows users to access tens of thousands of Global AM/FM radio stations anywhere, anytime. The app also includes miRoamer's popular Platinum genre-based music service, providing users with the widest range of streaming media content available. Users can also browse by location, genre, or station name, as well as access local radio stations.

"We are pleased to announce the launch of our new Windows Phone 7 application to the Marketplace," said George Parthimos, Founder and CEO, Mi Media Holdings Limited. "The application launch aligns with our mobile phone strategy and complements our existing multi-award winning BlackBerry and iPhone applications."

The application showcases the rich digital media capabilities of the Windows Phone 7 operating system and architecture. The simple and clean menu design and user interface makes navigation a breeze and provides an enjoyable user experience.

Availability

The miRoamer Windows Phone 7 application is available FREE from the Marketplace from 28 July 2011.

For more information on currently available 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, 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.