



PRESS CONTACT

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miRoamer BlackBerry Application Exceeds 750,000 Downloads

Multi-Award Winning Application Establishes Loyal Following

(Melbourne, Australia – May 27, 2011) – miRoamer, a wholly-owned subsidiary of listed company Mi Media Holdings Limited (FRA: 8MK) and global innovator in the Internet radio industry, announces its multi-award winning miRoamer BlackBerry application has exceeded 750,000 downloads worldwide. Launched in August 2010, the application has been a hit with BlackBerry users and has achieved a loyal and sustained customer following.

The miRoamer BlackBerry application is the only product on the market which combines miRoamer's vast library of 35,000 Global AM/FM radio stations, along with our Platinum genre-based on demand music service, plus AOL's globally recognised ShoutCast service. This mix of content ensures customers have the largest and most diverse collection of streaming media and music services available.

"We are very excited to reach such a milestone," said George Parthimos, CEO at Mi Media Holdings Limited. "To exceed 750,000 application downloads in such a relatively short period of time demonstrates the popularity of the miRoamer service and our music and digital media offerings."

Already one of the most popular downloads on App World, the miRoamer BlackBerry application will soon be joined by iPhone, Android and Windows Phone 7 versions.

Availability

The miRoamer BlackBerry application is available now FREE on BlackBerry App World.

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.mimediainholdings.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.mimediainholdings.com.

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