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**miRoamer Introduces FREE Exclusive Internet Radio and Media Application on BlackBerry App World**

***miRoamer app offers users over 40 premium service genres, a minimum of 35,000 global stations, and AOL ShoutCast®***

**(Melbourne, Australia – August 23, 2010)** – miRoamer, a wholly-owned subsidiary of listed company Mi Media Holdings Limited (FRA: 8MK) and global innovator in the Internet radio industry has launched the miRoamer Internet radio application on BlackBerry App World™, the official app store for BlackBerry® smartphones. Available immediately for download on BlackBerry App World, the free application offers users access to the world's largest and most diverse selection of customised music and entertainment and Internet Radio AM/FM content.

miRoamer offers users the ability to tune into tens of thousands of Internet radio stations from nearly a dozen different global content providers. What is more, the application features miRoamer Platinum, which are fully-customized premier stations based on musical genre and mood. The miRoamer Platinum content is compiled by radio experts with more than 60 years of combined broadcast and music programming experience. Global AM/FM service is also available, covering radio stations from all over the world, all of which are searchable by location, genre or language. AOL's ShoutCast® Internet radio directory completes a diverse and abundant content offering.

"It's been a pleasure to partner with RIM to bring Internet radio to BlackBerry smartphone users around the world," said George Parthimos, founder and CEO, miRoamer. "Smartphones have revolutionised the way all of us are currently accessing media and 'mobile' now truly means mobile for consumers of streaming media. The miRoamer app not only offers users an endless amount of Internet media content to enhance their mobile experience, but more importantly, an easy way to manage that content through their smartphone."

miRoamer also offers the ability to browse genres or stations and customize preferences, providers and search options online at [www.miroamer.com](http://www.miroamer.com). The Internet portal also allows users to add media that is not currently offered on miRoamer, by simply providing the URL and adding it to their favorites.

**Availability**

The miRoamer BlackBerry application is available immediately and can be downloaded free of charge to all BlackBerry users from the BlackBerry App World at [www.blackberry.com/appworld](http://www.blackberry.com/appworld). For more information on currently available miRoamer software, content or technology, please contact Anton Sommer, Head of Business Development and Sales at +41 79 301 95 20 or visit [www.mimediainholdings.com](http://www.mimediainholdings.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, email [janine@cause-effect.com.au](mailto:janine@cause-effect.com.au), call 61-3-9417 2210 or visit [www.mimediholdings.com](http://www.mimediholdings.com).

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