



**PRESS CONTACT**

Ryan Greives  
BLASTmedia  
317.806.1900, ext. 120  
ryan@blastmedia.com

**miRoamer Acquires Stripe Streaming Music Services Assets**

***Acquisition to be rebranded as “miRoamer Platinum” customized programming service, providing complete customization to premier brand customers, OEMs and distributors***

**(Melbourne, Australia – December 21, 2009)** – miRoamer, a wholly-owned subsidiary of listed digital media company Mi Media Holdings Limited (FRA:8MK) the original global innovator in the Internet radio industry, announces the acquisition of streaming music services from Australian subscription-based radio service, Stripe.

The acquisition is the first by recently listed Mi Media Holdings Limited, with plans to rebrand the assets as “miRoamer Platinum”, expected to launch in early 2010. This new service provides a fully-customizable music service, enabling premier brand customers to create their own music channels for their customers.

With the acquisition, miRoamer assumes ownership of Stripe’s catalogue and music programming assets, including 35 core genre-based channels covering music, news, talk, sports and comedy. All stations are professionally arranged and fully-customizable, offering a tailored OEM and distributor solution with the upcoming launch of miRoamer Platinum.

George Parthimos, Founder and CEO of Mi Media Holdings Limited and the world’s first portable Internet Media Player said today: “miRoamer Platinum will be the foundation of Customized Internet Digital Media across all regions, cultures and genres of the world. The basis of this acquisition underwrites the rapid evolution of Internet Media delivery and once again, Mi Media Holdings are the first to find the pathway to marry the market to the most exciting technology changes of the next decade.”

“We are now in an outstanding position to pursue merger and acquisition opportunities which align to our overall business model and add value to the miRoamer business. The Stripe acquisition furthers our push to become the global industry standard for Internet content management by enabling us to offer complete radio station customization through our end-to-end global Internet radio platform, miRoamer.”

miRoamer Platinum is an extension of the miRoamer media platform, which offers more than 35,000 worldwide audio streams and already powers the world’s first Internet car radio. miRoamer’s seamless Internet radio solution can be installed in a variety of consumer electronic products, such as car stereos, smart phones, televisions and gaming consoles, or any other Internet and audio-enabled product. The fundamentals of miRoamer Platinum lies in its music/content/song programming, where only the finest selection of songs spanning seven decades have been compiled into 35 “pre-packaged” stations. These stations were chosen by radio industry experts with more than 80 years of combined radio, music and media programming experience at launch day.

“It’s not about how much content you have, but how and what you do with the content you deliver,” said Robert Demian, Head of Global Sales, miRoamer. “Content needs to be customized to suit the needs of the OEMs and distributors, as well as their customers in different regions and markets. miRoamer Platinum offers a fully-customizable music service that allows for premier brand customers to create their own music channels and ‘own the ears’ of their customers.”

This service will be a boon to the great range of both organizations and individuals who are looking into incorporating the best in audio entertainment for their business and personal needs. More importantly, this solution is so easy to implement, fully-customized to the needs of branding, environmental and customer requirements.

For more information on currently available miRoamer software, content or technology, please contact Robert Demian at +61 401-674-123 or visit [www.mimediainholdings.com](http://www.mimediainholdings.com).

### **About miRoamer**

[miRoamer](http://www.mimediainholdings.com), 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, call 317-806-1900 x120 or visit [www.mimediainholdings.com](http://www.mimediainholdings.com).

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