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Geodesic Partners with miRoamer to Significantly Enhance Content on Mundu Radio

miRoamer to provide 35,000 worldwide audio streams for popular application

(Melbourne, Australia – December 15, 2009) – 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 that Geodesic, a leading provider of award-winning mobile and desktop solutions for instant messaging, VoIP and Internet radio, is utilizing miRoamer's Internet radio platform for Geodesic's Mundu Radio application. Leveraging the award-winning media platform, Mundu Radio is able to offer end-users the world's largest and most diverse selection of Internet radio content anywhere, anytime directly from their mobile phones. Wireless carriers will benefit from the Mundu Radio application as well, as it offers them a solution to drive average revenue per user (ARPU) through increased data and SMS usage.

Geodesic has strong partnerships with some of the world's largest and most prestigious companies across key vertical markets, including telecommunications carriers, handset manufacturers, consumer electronics manufacturers, and computer and electronics manufacturers. A sample list of customers includes BenQ, Intel PCS, IDEA Cellular, Medion AG, Mitac, and PALM.

One of the top 10 most popular applications in the Nokia® Ovi Store, Mundu Radio is an Internet radio solution for mobile phones, PDA and Pocket PC handsets that offers consumers access to miRoamer's tens of thousands "unique" Internet radio stations. Mundu Radio consists of a client-side application that is installed on the handset and allows the user to select and playback streams from existing Internet radio stations as well as a server-side component that manages the personalization of the stations for the user. Geodesic's Mundu Radio client is available for more than 100 popular handsets based on J2ME, Symbian Series 60, Windows Mobile and Palm OS platforms.

"Geodesic's deep expertise in mobile communication applications, coupled with miRoamer's award-winning media platform, creates a powerful offering for wireless carriers looking to utilize 3G bandwidth, while increasing ARPU," said Arvind Venkateswaran, senior vice president and general manager, Geodesic. "As carriers are looking for ways to capitalize on the big push into the mobile entertainment market right now, our Mundu Radio application enables them to increase ARPU through increased data and SMS usage."

"Mundu Radio is a perfect example of how mobile entertainment can be smartly done," said Robert Demian, Head of Global Sales, miRoamer. "By leveraging the manageability and breadth of content that the miRoamer Internet radio platform provides, Geodesic is able to offer carriers a completely customizable solution for the entertainment market, ultimately benefiting end-users."

Powering Geodesic's Mundu Radio application, as well as numerous other consumer electronic products such as the world's first Internet car radio, miRoamer media platform is the world's first universal Internet radio platform. The global Internet media system enables Mundu Radio to be optimized for variable

networks conditions and to be integrated with carriers' existing subscription and billing systems. What's more, the Internet radio solution is completely customizable, allowing carriers to localize Mundu Radio for language and content. Mundu Radio, powered by miRoamer, is a completely customizable system that allows manufacturers to now have control over the media that each of their products provide.

Availability

Geodesic's Mundu Radio application is currently available and has been deployed with leading carriers and handset manufacturers throughout India, Asia, Europe, South America, and the United States. For more information on currently available miRoamer software, content or technology, please contact Robert Demian at +61 401-674-123 or visit www.mimediholdings.com.

About miRoamer

[miRoamer](http://www.mimediholdings.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.mimediholdings.com.

About Geodesic Limited

[Geodesic](http://www.geodesic.com) is an innovator in software products focused on Information, Communication and Entertainment for mobile phones and desktop computers. Headquartered in Mumbai, India, Geodesic's Mundu suite of award-winning products includes solutions for Instant Messaging, Voice-over-IP and Internet Radio. The company is listed on the National Stock Exchange and Bombay Stock Exchange in India. Geodesic has offices in Mumbai and Bangalore in India, USA (Silicon Valley), UK, Mauritius, Germany, Hong Kong and Uruguay. For more information, visit www.geodesic.com.

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