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**ASX RELEASE**

**Mobile Embrace Launches m-Payments in the USA**

Mobile Embrace Limited (ASX: MBE), a mobile payments (m-payments) and mobile marketing (m-marketing) company, announced today the United States expansion of its m-payments business, Convey, with the launch on US mobile carrier Sprint.

- The US Sprint network has approx. 53Million mobile customers
- Current mobile phone subscriber market in Australia is approx. 23Million

Mobile Embrace is launching mobile payments on the US Sprint network enabling easy on mobile (phone and tablet) payment options for Sprint customers to consume digital products and services aggregated by Convey, and serving mobile consumers increasing demand for digital content "here and now".

Customer Acquisition will be facilitated by the Company's Media Trading Desk that can buy and manage mobile advertising globally in real time, all from the Company's base in Sydney.

Customers will be managed via the Company's proprietary Customer Management Platform that manages mobile billing relationships and product performance.

The technical integration with Sprint is complete and will now move into 'test and learn' phase prior to next calendar years anticipated full roll out.

Mobile Embrace's m-payments business is now delivering growing revenues and profits in a global market forecast to grow 500% to 2017.

**Industry Forecasts**

"Globally, by 2017 the total m-payments user-base will climb past 500 million. That will be more than a five-fold increase from the less than 75 million consumers who used mobile payments at year-end 2012. The total value of global offline transactions facilitated by mobile devices will reach about \$1.5 trillion, up from \$120 billion in 2012."(Business Insider Australia, June 2013).

**About Mobile Embrace Limited**

Mobile Embrace Limited (ASX:MBE) is a **mobile payments (m-payments) and mobile marketing (m-marketing) enabler**.

An m-enabler to reach, engage, transact and embrace consumers via mobiles and tablets utilising its end-to-end, integrated and award winning, mobile marketing, advertising and m-payments infrastructure including a Tier 1 premium publisher advertising network, mobile media trading desk, m-commerce and customer management platforms, content, apps, messaging, m-marketing toolkit, solomo (social/local/mobile), and, multiscreen web solution design and development.

For more information see [www.mobileembrace.com](http://www.mobileembrace.com)

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