



No one knows Mobile like m.Net

FOX SPORTS GOES LIVE WITH M.NET DESIGNED MOBILE SITE

Fans can now stay up-to-the-minute on their favourite sports via their mobile phone

m.Net Corporation, Australia's leading mobile marketing company, is pleased to announce that Premier Media Group (PMG) has gone live with the FOX SPORTS-branded mobile (m) site.

Developed by m.Net following a competitive tender, the FOX SPORTS m-site is a dedicated mobile site for FOX SPORTS.com.au. It focuses on delivering the latest sports news, live scores, results and coming fixtures from the wide range of sports covered by FOX SPORTS. The FOX SPORTS m-site is available on all mobile phones with internet browsing capability and on all Australian mobile networks.

Find it at <http://m.foxsports.com.au>

Premier Media Group selected m.Net for its proven mobile development expertise, which includes building the Telstra mobile site for the Beijing Olympics, as well as sites and mobile marketing platforms for Warner Music and Hyundai/Fitness First.

It's quite a challenge taking the amount of live scoring and news data we have available and translating it into a mobile site. m.Net have shown their professionalism, commitment and flexibility in helping us deliver this content to the mobile sports fan, said FOX SPORTS Chief Operating Officer, Jon Marquard.

The launch of the FOX SPORTS m-site also includes the second major phase of the project with comprehensive news, live scores and stats coverage of AFL, NRL, Rugby Union, Football, Cricket, Golf, Motor Sports, Tennis and more.

Australians have always been passionate sports fans with a big appetite for the latest sports news and are early adopters of new technology, said m.Net Chief Marketing Officer, Scott Johnson.

It has been very exciting for us to partner with PMG to undertake this project and deliver a fantastic site for such an iconic brand as FOX SPORTS.

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About m.Net Corporation

m.Net is Australia's leading full service mobile marketing company. The company provides a range of mobile marketing and advertising solutions to major media organisations, telecommunications carriers and their advertising clients through its unique mobile marketing platform. In November 2008, m.Net featured in BRW's Fast 100 list as one of the fastest growing companies in Australia. More recently m.Net won the 2008 ADMA MMA promotional campaign of the year; was named by Deloitte in December 2008 as one of Australia's fastest growing technology companies for the second year in a row; and won the B&T Digital Services Company of the Year award in December 2008.

About Premier Media Group

Premier Media Group is Australia's leading sports producer and broadcaster. PMG compiles and produces the four FOX SPORTS TV channels, FOX SPORTS NEWS, FUELTV, How To Channel, Foxsports.com.au and a range of video, text and statistical content for television, mobile phone and online delivery. FOX SPORTS broadcasts an average of around 20 hours of LIVE sport per day into 2.2 million homes around Australia on subscription television with almost seven million potential viewers through FOXTEL, AUSTAR and OPTUS TV. Premier Media Group also produces a dedicated FOX SPORTS NEWS TV mobile phone channel, FOX SPORTS rugby TV mobile channel and provides mobile content to the four major Australian Telcos. The FOX SPORTS channels are also available in more than 3,600 hotels and licensed venues as well as 190,000 hotel rooms throughout Australia.

For further information please contact:

Scott Johnson m.Net 0411 077 297

Shuna Boyd BoydPR 02 9418 8100