



No one knows Mobile like m.Net

## PREMIER MEDIA GROUP APPOINTS M.NET TO BUILD DEDICATED FOX SPORTS MOBILE SITE

PMG leverages m.Net's expertise to create new advertising opportunities and give fans direct access to Fox Sports content on the go

Premier Media Group has appointed Australia's leading mobile marketing company, m.Net Corporation, to build a dedicated mobile site for FOX SPORTS in the Australian marketplace, after a competitive tender.

The FOX SPORTS-branded mobile (m) site built by m.Net will provide a mobile audience with more ways to get the most up to date sports news.

Premier Media Group selected m.Net for its proven 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.

The FOX SPORTS mobile site will launch later this year and provide up to date news, scores and action from the wide range of sports covered by FOX SPORTS.

Australians have always been passionate sports fans with a big appetite for the latest sports news, said m.Net Chief Marketing Officer, Scott Johnson. The m.Net site will enable FOX SPORTS to leverage our heavy reliance on mobile phones to provide consumers with an easy way to stay in touch with their favourite sporting teams while on the go.

Australians are early adopters of new technology and increasingly open to accessing a wide range of content from their mobile handsets. This initiative allows sports fans to access the latest news and information from an established sporting news brand, regardless of where they are or what they're doing.

The fourth Australian Mobile Phone Lifestyle Index released by the Mobile Industry Group of the Australian Interactive Media Industry Association (AIMIA) in August this year identified sport as one of the three areas to dominate information accessed via mobile phone over the past 12 months (along with news and weather).

The report also revealed 26 to 40 year olds – a demographic highly prized by advertisers – accessed more information on mobile phones than any other group, Mr Johnson said. m.Net looks forward to building a site that will give FOX SPORTS and its advertisers new ways to connect with this growing mobile audience.

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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 solutions to major media organisations, tele-communications carriers and their advertising clients through its unique mobile marketing platform. In December 2007 Deloitte Touche Tohmatsu ranked m.Net as one of the fastest growing technology companies in Australia. More recently m.Net was winner of the 2008 ADMA MMA promotional campaign of the year.

### 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.

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