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MOBILEACTIVE MANAGING DIRECTOR NEIL WILES COMMITS TO 2012

MobileActive Limited (ASX:MBA), Australia's leading independent mobile phone entertainment content and services company, is pleased to announce that Managing Director Neil Wiles has committed to remain in the position for a further three years.

"We are very pleased that Mr Wiles has extended his contract through to 2012," said MobileActive Chairman David Haines. "Mr Wiles has played an extremely important role in creating, identifying and implementing strategic initiatives to further grow the business. We value his ongoing contributions in these challenging economic times."

Mr Wiles co-founded the company's mobile / wireless subsidiary GlobalOne Mobile Entertainment Pty Ltd, he also created the MobileActive brand. This business became the main focus of its public company parent that restructured and became MobileActive Limited in 2005. Mr Wiles holds 24 million MobileActive shares (representing approximately 12.9% of the Company's issued capital).

Mr Wiles has more than 22 years in the entertainment industry and more than 12 years in Internet/IT and Telecommunications and is listed by B&T Digital as one of the 40 Biggest Players of Australia's Digital Age. The Australian Direct Marketing Association, the nation's peak body for information-based marketing with more than 500 member organisations, recently named Mr Wiles the "Mobile Marketer of the Year."

Mr Wiles is one of six members constituting the Communications Alliance MPS group, who are responsible for reviewing regulations for mobile premium services and the development of the Mobile Premium Services Code under the Australian Telecommunications Act.

MobileActive's remuneration policy is designed to align company objectives with shareholder interests by providing senior management with a fixed salary component and specific long-term incentives based on the group meeting key performance targets. The company's overarching goal is to retain its senior executives and to align their interests with that of shareholders and other key stakeholders.

A substantial component of Mr Wiles' potential remuneration each year is linked to MobileActive achieving performance-related targets that will benefit all shareholders.

About MobileActive Limited

MobileActive Limited (ASX: MBA) is Australia's leading independent mobile phone entertainment, content and services company. The company builds brands, customer value and loyalty through mobile entertainment for its customers, and the customers of its business partners utilising its core Digital Asset Management, Digital Media Merchandising and Mobile Membership Services infrastructure. The company develops, aggregates, markets and distributes a large and diverse range of mobile phone entertainment and services including content such as games, video, music, graphics, information and applications and services including loyalty and reward, user generated content, quiz and challenge, mobile marketing and social networking systems.

MobileActive operates three divisions: **Mobile Entertainment Retail MER** - direct to consumer marketing and distribution; **Mobile Embrace** - B2B services leveraging core infrastructure; **RingRing Studios** - in-house mobile content production and global inbound and outbound licensing and distribution. MobileActive has 60 global partners across 72 countries and 582 channels.

For more information see www.mobileactivecorporate.com

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