

November 16, 2012



## **Single Touch Systems Cites Patent Ownership in “Letter of Notification” to Amazon.com, Inc.**

JERSEY CITY, N.J.--(BUSINESS WIRE)--

Single Touch Systems Inc. (OTC BB: SITO), a technology based mobile media solutions provider that enables businesses, advertisers and brands to easily connect with customers through its patented technologies, announced today that it has sent a “Letter of Notification” to Amazon.com, Inc. regarding Single Touch’s issued patents directed to streaming and routing media, including U.S. Patent Nos. 7,054,949, 7,191,244, 7,689,706, and 8,015,307. The letter was sent on behalf of Single Touch by attorneys Polsinelli Shugart, P.C.

Amazon Instant Video, a wholly-owned subsidiary of Amazon.com, Inc., (AMZN), is a digital video streaming and download service that offers Amazon customers the ability to rent, purchase or subscribe to a huge catalog of videos. Customers can choose from more than 120,000 titles to purchase or rent and content ranges from new release movies to classic favorites, major television shows, entire seasons, or even day after air TV. Prime Instant Video is Amazon's video subscription offer-it includes more than 18,000 movies and TV episodes selected from the full assortment available at Amazon Instant Video. <sup>1</sup>

Single Touch Systems, Inc., through its wholly-owned subsidiary, Single Touch R&D, IP Inc., has a current portfolio of 18 issued and additional pending patents related to mobile search, commerce, advertising and streaming media. “Protecting our intellectual property is a top priority; we built our company on top of a strong and diverse Patent portfolio and we will not stand down to defend it,” noted Anthony Macaluso, Single Touch’s Chairman and Chief Innovation Officer.

<sup>1</sup> Source: <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-newsArticle&ID=1716819&highlight>

### **About Single Touch Interactive, Inc.**

Single Touch Interactive, Inc. is a technology based mobile solutions provider serving businesses, advertisers and brands. Through patented technologies and a modular, adaptable platform, Single Touch’s multi-channel messaging gateway enables marketers to reach consumers on all types of connected devices, with information that engages interest, drives transactions and strengthens relationships and loyalty. For more information about Single Touch Interactive, Inc visit: [www.singletouch.net](http://www.singletouch.net).

## **Forward-Looking Statements**

This news release may contain forward-looking statements that involve risks and uncertainties and reflect Single Touch's judgment as of the date of this release. These statements may include those regarding strategy, growth and future operations. Actual events or results may differ from Single Touch's expectations. The risks and uncertainties include reliance on brand owners and wireless carriers, the possible need for additional capital, as well as other risks identified in Single Touch's most recent Form 10-K filing with the SEC. Single Touch disclaims any intent or obligation to update these forward-looking statements beyond the date of this press release, except as may be required by law.