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Single Touch Monetizing Mobile on Cyber Monday Sees 20% Increase in Message Volume

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 a 20% increase in the number of mobile messages the Company sent on Cyber Monday, over 2011 Cyber Monday levels.

Single Touch's results are in line with industry growth rates and trends. In [Deloitte's 2012 Annual Holiday](#) Survey 68% of smart phone users who were asked planned to use their device for holiday shopping. [According to published reports](#), Paypal tracked data and saw a 190% increase in global mobile payments compared to 2011.

Single Touch leverages its portfolio of patented mobile technologies to deliver mobile media services to some of the largest retailers in the U.S. Single Touch is currently delivering between 800,000 to 900,000 mobile media messages per day and expects this number to continue to grow through 2013. On Cyber Monday the Company saw its daily volume of mobile messages spike to nearly 1, 500,000 as compared to 1,250,000 on Cyber Monday in 2011.

"Monetizing the mobile channel has become a critical component of the media mix for a range of businesses across virtually every industry. The number of messages we are delivering is growing consistently and this holiday season is proving to be one where customers are increasingly using their mobile phones during their shopping experience," stated Single Touch President and CEO, James Orsini. "Using our patented technologies, on a daily basis, in our operating business on behalf of our growing client base further validates the value of our IP portfolio."

About Single Touch Systems, Inc.

Single Touch Systems, 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 Systems, Inc. visit: 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.