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# Mandalay Digital Expands Digital Turbine Services with Telstra Corporation

## Largest Australian Operator to Launch Digital Turbine IQ™ and Deepen Content Management Relationship

LOS ANGELES, July 22, 2013 /PRNewswire/ -- Mandalay Digital Group, Inc. (Nasdaq: MNDL), a global mobile content provider and Telstra Corp., Australia's largest mobile operator, today announced both the upcoming launch of Digital Turbine IQ™ and the expansion of Digital Turbine's content management, Digital Turbine Content™, on Telstra devices.

Digital Turbine IQ™ is a fully integrated user experience and multimedia management interface that will be deployed on Telstra's Android smartphones later this year. In addition to its existing management of Telstra's Application Store, Digital Turbine will also expand its content management relationship with Telstra to include all of Telstra's mobile gaming and music download services.

"Our expanded partnership with Telstra is particularly exciting as global carriers continue to integrate our next-generation solutions to better manage and monetize mobile content," stated Peter Adderton, Chief Executive Officer of Mandalay Digital Group. "Through our mobile content solutions, Digital Turbine puts power back in the hands of the operators allowing them to control and monetize part of the application process."

### **About Mandalay Digital Group** □

Mandalay Digital Group is at the convergence of Internet media content and mobile communications. It delivers a mobile services platform that works with mobile operators and third-party publishers to provide portal management, user interface, content development and billing technology that enables the responsible distribution of mobile entertainment. Mandalay Digital is headquartered in Los Angeles and has offices in Australia, Germany and Israel. For additional information, visit [www.mandalaydigital.com](http://www.mandalaydigital.com).

### **Forward Looking Statement**

Statements in this news release concerning future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events are forward-looking statements which involve known and unknown risks, uncertainties and other factors which may cause actual results to differ materially from those expressed or implied by such statements. These factors include uncertainties as to ability to raise new capital on acceptable terms or at all, ability to manage international operations, ability to identify and consummate roll-up acquisitions targets, levels of orders, ability to record revenues, release schedules, finalization and market acceptance of new products, changes in economic conditions and market demand, pricing and other activities by competitors, and other risks including those described from time to time in

Mandalay Digital Group's filings on Forms 10-K and 10-Q with the Securities and Exchange Commission (SEC), press releases and other communications.

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