

August 1, 2013



Mandalay Digital and Lancio Entertainment Open the Italian Mobile Payment Market to Global Content Providers

Digital Turbine Pay™ launches direct mobile operator billing of content across Telecom Italia, Vodafone, and Wind

LOS ANGELES, Aug. 1, 2013 /PRNewswire/ --Mandalay Digital Group (NASDAQ: MNDL), a global mobile service provider, and Lancio Entertainment, a leading Italian mobile content aggregator, have signed a technology agreement to launch a mobile content billing aggregation solution for Italian mobile network operators (MNOs) which collectively service over 90 million subscribers.

Since the two companies initially began working together in 2005, Lancio has leveraged Digital Turbine's technologies to provide value-added content services to Italy's mobile operators. As an authorized partner of Italian mobile network operators, Lancio and Digital Turbine are expanding their partnership to become one of the few major enablers for billing solutions between content providers and Italian mobile operators. Specifically, Mandalay Digital's Digital Turbine Pay™ technology will enable Lancio to offer their content to over 90 million subscribers while seamlessly processing the transactions to each individual carrier's billing systems.

"Our software significantly expands the market opportunity for content providers by providing them with a mobile payment solution that integrates seamlessly with the carriers' systems. Content providers and aggregators, big or small, from all around the world will now have the ability to tap into this vast, content rich market," says Arturo Mercurio, Lancio Entertainment CEO. "We see this as a terrific source of incremental revenues for our Company while helping carriers generate more subscriptions and broaden their customer base," Mercurio ended.

"This partnership signifies the continuation of the successes DT has enjoyed in the Italian market. Using our Digital Turbine Pay™ technology, Lancio can now provide a turnkey solution for operators that efficiently and seamlessly serves both of their needs," stated Peter Adderton, Chief Executive Officer of Mandalay Digital Group. "For Digital Turbine, this deal means a new revenue stream and a continued expansion of our technology into the Italian mobile market. We look forward to quickly scaling this service."

Digital Turbine is leveraging its success from the Australian market where it assimilated its Digital Turbine Pay™ technology with all of Australia's top mobile operators including Telstra, Vodafone, and SingTel Optus.

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

About Lancio Entertainment

Lancio-Entertainment is a mobile content and service provider founded in 2002. Lancio-E is currently providing its content and services to mobile operators internationally and is one of the leading players in the Italian B2C mobile market. For more information, please visit: www.lancio-e.com

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