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Veteran Wall St. Investor Jon Sandelman Joins Single Touch Board

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 Jon Sandelman, a veteran Wall Street investor and fund manager, has joined Single Touch Systems' Board of Directors.

Mr. Sandelman is currently Managing Partner of Mercer Park, a private investment management firm in New York City. He was previously the Chief Executive Officer, Founder, and Chief Investment Officer of Sandelman Partners, a firm he founded in 2005. Between 1998 and 2005, Mr. Sandelman held a number of executive positions at Banc of America Securities, including Head of Debt and Equities and was responsible for all of the market risk and strategic direction of the firm's trading, distribution and new products development efforts. His career at Banc of America Securities culminated in his appointment as President of the securities firm. Prior, Mr. Sandelman was deputy head of Global Equities and Managing Director at Salomon Brothers.

"As a successful investor with a strong track record on Wall Street, Jon's experience is consistent with our goal of broadening and deepening our expertise at the board level as we address the opportunities that we face as a company," stated Single Touch Chairman and Chief Innovation Officer, Anthony Macaluso.

Mr. Sandelman added, "Single Touch has recently developed to a critical point where its management team is effectively executing on a very compelling opportunity in the market. In its current state of development Single Touch's operating business now has a robust, articulated, and highly visible business model. The potential of its portfolio of intellectual property offers favorable outcomes beyond the success of its operating business and should be highly additive to the value of the company as whole."

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.