

July 12, 2011



## Media Industry Veteran Joins NeuMedia Advisory Board

### President of Initiative North America, Tim Spengler, Adds a Depth of Talent In the Media and Digital Marketing Industries to the NeuMedia Team

LOS ANGELES, July 12, 2011 /PRNewswire/ -- NeuMedia, Inc. (OTC BB: MNDL), a leading global mobile data services provider, today announced the addition of media industry veteran Tim Spengler, President of Initiative North America, to its Advisory Board.

Since 2008, Mr. [Spengler](#) has been President, North America, of Initiative, a leading New York-based media and digital agency and a subsidiary of [Interpublic Group](#), a New York Stock Exchange-listed company. He has been with the company since 1993, holding positions of increasing responsibility up to his previous role as Chief Activation Officer. Also, he has joint responsibility for MAGNAGLOBAL, a multiplatform intelligence and strategic investment group serving Interpublic Group's (IPG) global clients.

"With the recent announcement of Peter Adderton as interim, and soon to be permanent, CEO and phenomenal market opportunities in all business segments, I believe NeuMedia is very well positioned for growth in the emerging mobile data services space, and I am excited to join the Company's Advisory Board," Mr. Spengler added.

NeuMedia has established a mobile services platform that reaches across more than 70 carriers in 30 countries around the globe and delivers more than 750 million ad impressions per month, leading the industry in mobile content distribution, advertising, billing, and social games for prizes, which will all benefit from phenomenal growth of mobile internet users worldwide. Market research firm Gartner projects that mobile advertising alone will more than double this year to \$3.3 billion and grow to \$20.6 billion worldwide by 2015.

"Tim is a great addition to the NeuMedia Advisory Board," commented Peter Adderton, interim CEO of NeuMedia. "He understands what advertisers are not only looking for today, but also where they plan to spend their money in the future for social, mobile, and digital campaigns. Tim's experience in winning major new accounts like Miller, Coors and Merck will prove invaluable to NeuMedia as we grow our business and add to our current portfolio of mobile data services. We are honored to have him join us."

"Tim is one of the media industry's leading spokespeople," added Peter Guber, Director of NeuMedia. "He's been recognized numerous times by industry trades like *Advertising Age* as a 'Media Maven' and 'Media All-Star', and he brings a deep portfolio of experience and relationships to our enterprise. His experience in transforming Initiative into an analytics-

focused, performance-led organization will serve NeuMedia well as we grow the company."

### **About NeuMedia, Inc.**

NeuMedia 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. NeuMedia is headquartered in Los Angeles and has offices in Europe and Latin America to support global sales and marketing.

### **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 levels of orders, ability to record revenues, release schedules, 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 the Company's filings on Forms 10K and 10Q with the Securities and Exchange Commission (SEC), press releases and other communications.

#### Contacts

Hayden IR

Dave Fore, Client Manager & Senior Research Analyst

(206) 395-2711

Email: [dave@haydenir.com](mailto:dave@haydenir.com)

- or -

Brett Maas, Managing Partner

(646) 536-7331

Email: [brett@haydenir.com](mailto:brett@haydenir.com)

SOURCE NeuMedia, Inc.