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Mandalay Digital Expands Relationship with Smart Communications

-- Company to Gain Billing Access to Philippines' Largest Mobile Network with Over 70M Subscribers --

LOS ANGELES, June 12, 2014 /PRNewswire/ -- Mandalay Digital Group, Inc. (Nasdaq: MNDL), a leading provider of mobile technology solutions, announced today that it has expanded its relationship with Smart to include direct billing connectivity with its DT Pay product.



"We are excited to further solidify our relationship with Smart, Philippines' largest mobile operator," said Peter Adderton, Chief Executive Officer of Mandalay Digital. "The addition of DT Pay will allow Smart an additional way to earn from mobile applications. The direct billing access will be extended to support Digital Turbine's other products including DT Ignite, DT IQ, and DT Content Management."

About Mandalay Digital Group

Mandalay Digital Group, Inc., through its wholly owned subsidiary, Digital Turbine, provides mobile solutions for wireless carriers globally to enable them to better monetize mobile content. The company's products include mobile application management through DT Ignite, user experience and discovery through DT IQ, application stores and content through DT Marketplace, and content management and mobile payments through DT Pay. With global headquarters in Los Angeles, and offices throughout the U.S., Asia Pacific and EMEA, Mandalay Digital's solutions are used by more than 31 million consumers each month across more than 20 global operators. For additional information, visit www.mandalaydigital.com.

About Smart

Smart Communications, Inc. (Smart) is the Philippines' leading wireless services provider with 55.4 million subscribers on its GSM network as of end-March 2014. Smart has built a reputation for innovation, having introduced world-first wireless offerings such as Smart Money, Smart Load, Smart Padala, and the Netphone. Smart offers 3G, HSPA+, and LTE services, while its satellite service Smart Link provides communications to the global maritime industry. Smart Broadband, Inc., a wholly-owned subsidiary, offers a wireless broadband service, Smart Broadband, with 2 million subscribers as of end-March 2014.

Smart is a wholly owned subsidiary of the Philippines' leading telecommunications carrier,

the Philippine Long Distance Telephone Company. For more information, visit <http://www.smart.com.ph>.

Forward-Looking Statements

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, including statements concerning the company's strengthening its position in the Asian marketplace are forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those expressed or implied by such statements. These factors include the inherent and deal-specific challenges in converting discussions with carriers and other business partners into actual contractual relationships, product acceptance new products such as the DT product suite in a competitive marketplace, the potential for unforeseen or underestimated cash requirements or liabilities, the company's ability as a smaller company to manage international operations, varying and often unpredictable levels of orders, the challenges inherent in technology development necessary to maintain the company's competitive advantage such as adherence to release schedules and the costs and time required for finalization and gaining market acceptance of new products, changes in economic conditions and market demand, rapid and complex changes occurring in the mobile marketplace, 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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