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NeuMedia, Inc. Officially Changes Name to Mandalay Digital Group, Inc.

Mandalay Digital Will Leverage World-Class Media Brand for Opportunities In Mobile Content Distribution and Mobile Communications Services

LOS ANGELES, Feb. 10, 2012 /PRNewswire/ -- Mandalay Digital Group, Inc. (OTC BB: MNDL.OB), a leading global mobile data services provider, announced that it has officially completed the change of its company name from NeuMedia, Inc. as previously announced on January 4, 2012.

NeuMedia, Inc. has changed its company name to Mandalay Digital Group, Inc., and the stock symbol of Mandalay Digital will remain OTC: MNDL.

Mandalay Digital is building a global media and communications company through strategic acquisitions and its current distribution network. Mandalay Digital is comprehensive mobile content and service provider, and its many technology platforms including Digital Turbine (DT) allow media companies, mobile carriers, and their OEM handset partners to take advantage of multiple mobile operating systems across multiple networks, while maintaining individual branding and personalized, one-to-one relationships with each end-user.

"Today is a very exciting day for the company," commented Peter Adderton, Chief Executive Officer of Mandalay Digital Group. "The Mandalay global brand greatly enhances our reach for rapidly increasing opportunities in mobile content distribution and mobile communications services. Mobile is one of the fastest growing content distribution channels—delivering almost \$40 billion in media entertainment content in 2011, and major brands and media organizations are increasingly using mobile, not only to distribute content, but to also drive awareness of other media like films, TV, music, sports events, and other new media. The mobile channel is unmatched in its level of engagement with the individual consumer, and we believe it will ultimately be the largest channel for media distribution."

Mandalay Digital Chairman Peter Guber and Vice-Chairman Paul Schaeffer are principals of the Mandalay Entertainment Group (MEG), an independent and separate entity that has a rich tradition of supplying high-quality film, television, entertainment, sports events, and new media to audiences around the globe for over a quarter of a century.

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 Europe and Latin America to support global sales and marketing. For additional information, visit 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 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.

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