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## **NeuMedia Retains Hayden IR to Develop Strategic Investor Relations Program**

LOS ANGELES, March 10, 2011 /PRNewswire/ -- NeuMedia, Inc. (OTC Bulletin Board: MNDL), the leading provider of digital entertainment content and targeted internet advertising to mobile phone users, today announced that it has retained Hayden IR, a national, New York-based investor relations consulting firm, to develop and implement a strategic investor relations program to raise its visibility and strengthen its relationships with the investment community.

"The mobile internet advertising space is one of the fastest growing media segments, and it is rapidly becoming one of the most relevant for consumers, in the US and overseas," commented Robert Ellin, Co-Chairman and Director of NeuMedia. "To best address this nascent space, we have built a technology platform to leverage our portfolio of branded and white-label internet content, including games, video, and images from leading film and TV content publishing companies and our advertising relationships with both media partners and mobile network operators. As a result of market opportunity available to us and our improving financial and operating structure, we have retained Hayden IR to help us build shareholder value by developing a comprehensive program that expands our visibility within the investment community."

With offices in New York, Phoenix, Minneapolis and San Diego, Hayden IR provides a comprehensive range of investor relations services to a growing list of clients. For more than a decade, Hayden IR has been a recognized leader in driving market recognition and creating sustainable competitive advantages for more than 100 micro- and small-cap companies. Hayden delivers expertise and professionalism in such areas as investor management, relationship building, awareness campaigns, online presence and corporate identity.

Dave Fore, Senior Research Analyst at Hayden IR, added, "We are very excited about the market opportunity available to NeuMedia and its presence in the mobile internet content and advertising space. Beyond its widely distributed media and games portfolio within its Twistbox Entertainment subsidiary, the company's mobile content publishing platform, including its standards and ratings system, is rapidly being adopted globally as the standard for major mobile carriers and their content partners. We believe NeuMedia has positioned itself to take best advantage of the expanding opportunity in this space."

### **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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