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Mandalay Digital Announces Agreement with U.S. Cellular to Provide Targeted App Solutions

-- United States Operator to Launch Digital Turbine IQ and Ignite™ --

LOS ANGELES, Jan. 15, 2015 /PRNewswire/ -- Mandalay Digital Group, Inc. (Nasdaq: MNDL), a leading provider of mobile technology solutions, announced today that it has signed a multi-year agreement with U.S. Cellular® for the commercial deployment of Digital Turbine IQ and Ignite™.

The agreement will allow U.S. Cellular® to leverage Digital Turbine IQ and Ignite™ solutions to provide engaging and flexible app solutions for their users. By delivering significantly more timely and targeted applications, versus the traditional preload process, U.S. Cellular® will be able to give an optimal user experience. For users, it means an introduction to apps that are both relevant and meaningful.

"We are excited to begin building a relationship with U.S. Cellular," said Bill Stone, Chief Executive Officer of Mandalay Digital. "Using our IQ and Ignite solution, U.S. Cellular will be able to better offer its customers the right applications, at the right time, and provide their customers more control over their user experience."

The companies anticipate launching Ignite in March and then expanding to additional Android devices.

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 in 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 U.S. Cellular

U.S. Cellular provides its customers with unmatched benefits and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier has a strong line-up of cutting-edge devices that are all backed by its high-speed network.

Currently, nearly 90 percent of customers have access to 4G LTE speeds, and more than 93 percent will have access by the end of 2014. U.S. Cellular was named a J.D. Power and Associates Customer Champion in 2014 for the third time in four years. To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

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 about timing and breadth of the company's launch with U.S. Cellular 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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