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## **NeuMedia Subsidiary Twistbox Entertainment Expands Team**

### **Key Hires Add Expertise to Exploit Growth Opportunities Across Strategic Market Verticals**

LOS ANGELES, April 6, 2011 /PRNewswire/ -- NeuMedia, Inc. (OTC BB: MNDL), a leading global mobile data services provider, today announced the company has hired Dave Waldman, a 10 year veteran of the mobile industry, as Chief Operating Officer of Twistbox Entertainment, where he maintains oversight of the Company's global sales and day-to-day operations.

Mr. Waldman was one of the earliest members of the Company and was instrumental in spearheading the industry's earliest efforts to create best practices and policies that would enable the responsible distribution of mobile content through wireless network operator portals. Mr. Waldman continues to work with industry leaders on how to most effectively and responsibly monetize the rapid global growth in mobile data consumption.

Mr. Waldman was previously the co-founder and CEO of Subtextual, a cross-platform communications startup, and prior to that he held senior management roles in sales and business development at a number of innovative mobile media companies including WAAT Media, Amp'd Mobile and Eyematic Interfaces.

"I am very excited to join the Twistbox senior management team," Mr. Waldman commented. "Twistbox has built an industry-leading technology platform, which I expect to fully exploit with our content portfolio of internet games, videos, and images and our partnerships with content providers and mobile network operators. We are a leader in one of the fastest growing revenue opportunities in the internet—this market space more than doubled in size last year, and we expect to see similar increases in 2011."

Twistbox is gearing up to support the phenomenal growth of mobile internet users over the next five years as research from Berg Insight shows the total value of the global mobile marketing and advertising market will grow from euro 1.7 billion (\$2.25 billion U.S.) in 2009 at a compound annual growth rate (CAGR) of 41 percent to euro 13.5 billion (\$17.9 billion U.S.) in 2015.

The Company, which recently launched a mobile ad network and mobile billing gateway platform with support for application wrapping and in-application billing, has also brought on Ashley Christie based out of the UK and Stefano Tagliapietra in Spain. Both Mr. Christie and Mr. Tagliapietra are seasoned industry veterans recruited to help spearhead growth across

its global markets.

Mr. Christie, who was previously the Head of Mobile at CC Media where he managed a market-leading live and interactive mobile content delivery platform utilizing live cam technology, will be managing sales and new business for the company's ad network and billing solutions.

Mr. Tagliapietra, who has over 11 years experience in the mobile industry as product and account managers within operators Amena and Orange, and most recently with Real Networks Ltd as Senior Regional Manager for Southern European, will be driving the company's content distribution and games business in the same region.

"With the hiring of Dave Waldman and his team, NeuMedia has established a robust organization of management and operational talent, which will drive NeuMedia's continued leadership in mobile content distribution and data services," commented Robert Ellin, Co-Chairman and Director of NeuMedia. "We are thrilled with these additions to the core team, and we look to build on them with additional hires in the coming months as we broaden the offerings within our Twistbox subsidiary and other NeuMedia businesses."

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

NeuMedia is at the convergence of internet media content and mobile communications. It is the parent company of Twistbox Entertainment, an internet portal management, content development and billing company that publishes and distributes internet entertainment content. Twistbox delivers both carrier On-Deck and third-party branded Off-Deck content and services for all mobile platforms, and it supports 3G and 4G mobile networks. NeuMedia is headquartered in Los Angeles and has offices in Europe and Latin America to support sales and marketing efforts with mobile network operators and content partners in those regions.

### **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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