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Fred Goldring Joins NeuMedia Advisory Board

'Digital Turbine' Co-Founder Brings Deep Relationships Within the Entertainment and Media Industries

LOS ANGELES, May 19, 2011 /PRNewswire/ -- NeuMedia, Inc. (OTC BB: MNDL), a leading global mobile data services provider, today announced the addition of Fred Goldring, entrepreneur, strategist, former attorney and co-founder of boutique Beverly Hills, CA-based entertainment law firm Goldring Hertz & Lichtenstein LLP, to its Advisory Board.

As a transactional attorney, Mr. Goldring was critical in the signing of many of his clients' original record, TV, and film deals including Alanis Morissette, Mark Wahlberg, Hilary Duff and Will Smith. His firm's clients also included The Black Eyed Peas, Beyonce, Boyz II Men, Seal, Gwen Stefani and Herbie Hancock. Following his distinguished career as a leading entertainment attorney, in 2010, he became a full-time entrepreneur with the formation of Goldring Strategies, a strategic advisory and consulting firm, and as an equity partner in several media and technology venture companies, including Big Champagne and as co-founder (along with incoming NeuMedia CEO Peter Adderton) of NeuMedia's pending acquisition, Digital Turbine. Following the acquisition, Mr. Goldring will become a significant shareholder in NeuMedia.

Beyond his work experience, Mr. Goldring is an active contributor to the arts and humanities. He was appointed by President Barack Obama as a Member of [The President's Committee on the Arts and the Humanities](#) in 2010, and he also currently serves as a Member of the Board of Directors of [The Coach K Center on Leadership and Ethics \(COLE\)](#) at the Fuqua Business School at Duke University. Mr. Goldring is also the former Chairman of the Board of Directors of *Rock The Vote*, and he was the Executive Producer of the Emmy Award-winning will.i.am "Yes We Can" music video.

In 2002, Mr. Goldring and his former law partner received the *Bill of Rights Award* from the [ACLU](#) for their extraordinary commitment to social justice. He has authored numerous articles for [The Huffington Post](#), and he is a frequent speaker and commentator on entertainment, marketing, media, technology, and politics in numerous publications including [The New York Times](#).

"I very excited to join the NeuMedia Advisory Board and gain a front row seat in this exciting venture," Mr. Goldring commented. "NeuMedia is at the forefront of a rapidly evolving industry, and I believe there are substantial opportunities to expand the reach of NeuMedia to all areas of content. The pending Digital Turbine acquisition has positioned NeuMedia well

to achieve this goal and emerge as a leader in this rapidly growing industry."

NeuMedia has established a mobile services platform that reaches across more than 70 carriers in 30 countries around the globe and delivers more than 750 million ad impressions per month, leading the industry in mobile content distribution, advertising, billing, and social games for prizes, which will all benefit from phenomenal growth of mobile internet users worldwide. Market research firm Gartner projects that mobile advertising alone will more than double this year to \$3.3 billion and grow to \$20.6 billion worldwide by 2015.

"Fred Goldring was one of the top deal-making attorneys in the entertainment industry," commented Peter Guber, Director of NeuMedia. "He has represented some of the most important and best selling recording and performing artists in the world. His depth of relationships and respect within the entertainment industry is unmatched. Most importantly, Fred became active at the forefront of the convergence of media and technology well over a decade ago before most people in the entertainment industry were even paying attention. We look to Fred's expertise, experience and strategic vision in expanding our combined portfolio of mobile data service offerings from NeuMedia and Digital Turbine."

About NeuMedia, Inc.

NeuMedia 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. NeuMedia is headquartered in Los Angeles and has offices in Europe and Latin America to support global sales and marketing.

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.

Contacts

Hayden IR
Dave Fore, Client Manager & Senior Research Analyst
(206) 395-2711
Email: dave@haydenir.com

Brett Maas, Managing Partner
(646) 536-7331
Email: brett@haydenir.com

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