

August 25, 2011



NeuMedia Adds Michael Lambert to Advisory Board

Brings Unmatched Experience in Broadcasting, Film, Cinema, Technology, Production and Distribution

LOS ANGELES, Aug. 25, 2011 /PRNewswire/ -- NeuMedia, Inc. (OTC BB: MNDL.OB), a leading global mobile data services provider, today announced the addition of Michael Lambert, President of Lambert Media Group to its Advisory Board.

Mr. Lambert is President of Lambert Media Group, an investment, holding and management company with concentrations in broadcasting, cinemas, technology, film and television production and distribution.

"I am thrilled to join the NeuMedia Advisory Board and to be involved with the company at this early stage of what I expect to be phenomenal growth going forward," commented Mr. Lambert. "NeuMedia is at the forefront of a rapidly evolving and expanding industry, and I believe there are substantial opportunities to broaden the reach of NeuMedia to all areas of content across the entire spectrum of media."

Michael Lambert is an owner and Board member of Dallas-based Rave Cinemas, LLC, the United States' fifth-largest theater exhibition chain. The company owns or manages 61 theaters and 920 screens located in 20 states across the country under the Rave Motion Pictures and Rave Cinemas brands and has a presence in seven of the top ten Designated Market Areas. Rave has set the industry standard for customer experience and comfort. A pioneer in the adoption of digital and 3-D technologies, Rave is a leader in alternative content programming, from live sports to concerts and opera. The company recently announced a joint venture with IMAX that will open 13 new IMAX digital theaters at Rave locations in 2011.

Lambert is also an owner and Board member of Village Roadshow Entertainment Group, a leading independent co-producer and co-financier of major Hollywood motion pictures having produced 70 films since its establishment in 1997 including, as co-productions with Warner Bros., *The Matrix Trilogy*, *Oceans 11, 12 and 13*, *Mystic River*, *Charlie and the Chocolate Factory*, *Sherlock Holmes*, *I Am Legend* and *Happy Feet*. The company also encompasses Concord Music Group, one of the largest independent record and music publishing companies including Concord Records, Fantasy, Telarc, Stax, Milestone, Prestige, Riverside and many other labels featuring timeless artists such as Ray Charles, John Coltrane, Credence Clearwater Revival, Miles Davis, Ella Fitzgerald, Chick Corea, Macy Gray and many more. Through its Hear Music partnership with Starbucks Entertainment, the record

label has released music from Paul McCartney, Joni Mitchell, James Taylor, John Mellencamp, Elvis Costello and many others.

Mr. Lambert has been an owner/operator of television stations in the US and Russia and continues to have holdings in Nashville, TN and Burlington, VT. He was the founder of iBlast, a wireless digital network formed in partnership with Tribune, Gannett, Cox, Washington Post, New York Times, Meredith and 20 of the nation's other largest TV broadcasters. Previously, Lambert was President, Domestic Television, at Twentieth Century Fox, responsible for US TV production and distribution. Before that he served as Executive Vice President at HBO, responsible for the world-wide distribution of HBO film and TV and for the formation of HBO Video and the arranging of HBO co-productions. Earlier, he was President, Domestic Television, at Viacom, where he was responsible for US television distribution and new media, including the company's early activities in cable television and the formation of the Showtime and Lifetime cable networks.

"Michael's addition to the NeuMedia Advisory Board adds another magnitude of depth to one of the strongest and most well-connected media advisory teams in the business," commented Peter Adderton, interim CEO of NeuMedia. "His experience in broadcasting, film, production, and distribution will be invaluable to the NeuMedia management team as we expand our wireless digital media platform across the globe."

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.

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

- or -

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

SOURCE NeuMedia, Inc.