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Mandalay Digital Group, Inc., Partners with Sun Cellular

Leading Philippines Mobile Carrier to Launch Digital Turbine User Experience

LOS ANGELES, Dec. 31, 2012 /PRNewswire/ -- Mandalay Digital Group, Inc. (OTC Markets: MNDL), a leading global mobile data services provider, today announced a partnership with Sun Cellular, a wholly owned subsidiary of Digitel, one of the Philippines' leading mobile telecommunications companies to launch Digital Turbine IQ, a fully integrated user experience and multimedia management interface, on Android smartphones.

Digital Turbine is an innovative, comprehensive and fully-integrated cross-platform user interface and multimedia management system for OEMs which sits atop each of the various operating systems to provide a consistent experience for the user. Digital Turbine allows users to find, consume and manage content like no other experience has before. With its unique ability to manage and find content, create brand pages and leverage its unique IQ search experience, Digital Turbine allows content to come to the consumer rather than the traditional way of the consumer having to find content.

About Mandalay Digital Group

Mandalay Digital Group 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. Mandalay Digital is headquartered in Los Angeles and has offices in Israel and Europe to support global sales and marketing. Mandalay Digital Group Inc. recently announced the acquisition of the global assets of Logia Mobile, a leading mobile content development and management solutions provider. For additional information, visit www.mandalaydigital.com

About Sun Cellular

Digitel Mobile Philippines, Inc. (DMPI), commercially known as Sun Cellular is a wholly-owned subsidiary of Digitel, and is one of the Philippines' leading mobile telecommunications companies with over 16 million subscribers. It was established by DIGITEL in September 2001 to provide wireless public and private telecommunications services.

Sun Cellular, offers a wide range of service innovations for mobile telephony from voice, messaging and international roaming services, to wireless broadband and value-added

services for consumers and businesses alike. It has received accolades over the years with awards such as the Most Promising Telecom Service Provider in Asia Pacific award in the 2009 Frost & Sullivan ICT Award in Singapore.

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 10-K and 10-Q with the Securities and Exchange Commission (SEC), press releases and other communications.

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