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# Mandalay Digital Launches Digital Turbine Ignite in Turkey with Avea

## Leading Turkish Mobile Carrier Deploys Ignite on Android Devices

LOS ANGELES, May 20, 2013 /PRNewswire/ -- Mandalay Digital Group, Inc. (OTC Markets: MNDL), a global mobile content provider and [Avea](#), a leading Turkish mobile operator with 13.7 million customers and part of [Turk Telekom group](#), today announced a 3-year deal and integration of Mandalay Digital's mobile application management solution, Digital Turbine Ignite. The Ignite platform provides Avea the ability to manage and control its pre and post app installations on all Android devices. The solution will initially be launched on Avea "inTouch 2."

"Our partnership with Avea in launching Digital Turbine Ignite is particularly exciting as global carriers continue to integrate our next-generation solutions to better manage and monetize mobile content," stated Peter Adderton, Chief Executive Officer of Mandalay Digital Group. "Through our pre and post installation management solution, Digital Turbine Ignite puts power back in the hands of the carriers allowing them to control and monetize part of the application process."

"By integrating Digital Turbine Ignite, we're increasing our overall operational efficiency and productivity in launching new devices into the market that provide a better user experience for our customers," stated Dehşan Ertürk, Chief Marketing Officer, Avea. "The full suite of services and analytics offered by the Ignite platform is unparalleled on the market and will most definitely have a positive impact on our bottom line."

Digital Turbine Ignite is a complete mobile application management solution that enables mobile operators and OEMs to control, manage and monetize the applications that are installed (pre or post) on smartphone devices. Digital Turbine Ignite controls the process of installing applications, allowing mobile operators and OEMs to obtain recurring revenues as the installation of applications can be controlled via remote server at any time. In addition Digital Turbine Ignite offers personalized service packages and application bundles and provides tools for full analysis and reporting.

### About Mandalay Digital Group

Mandalay Digital Group (OTC Markets: MNDL) 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 Australia, Germany and Israel. For additional information, visit [www.mandalaydigital.com](http://www.mandalaydigital.com).

### **About Avea**

Avea, the youngest and the most rapidly growing mobile communications operator was founded in 2004. With its sophisticated infrastructure and technological investments, the company offers its customers innovative and quality services. As of the first quarter of 2013 the company has 13,7 million customers. Having an international roaming agreement with 664 operators in 202 countries, Avea is a Türk Telekom subsidiary. Of the Avea shares 89,99% belongs to Türk Telekomünikasyon A.Ş., and 10,01% belongs to İş Bankası Group. For more information, visit [www.avea.com.tr](http://www.avea.com.tr).

### **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 ability to raise new capital on acceptable terms or at all, ability to manage international operations, ability to identify and consummate roll-up acquisitions targets, levels of orders, ability to record revenues, release schedules, finalization and 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 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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