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Digital Turbine Ignite Now Available on Several Smartphones from Verizon Wireless

New Software Helps Customers Manage their App Experience

AUSTIN, Texas and NEW YORK, Nov. 11, 2014 /PRNewswire/ -- Mandalay Digital Group, Inc. (Nasdaq: MNDL), a leading provider of mobile technology solutions through its wholly owned subsidiary Digital Turbine, and Verizon, announced today that Digital Turbine Ignite is currently available on a number of Verizon Wireless smartphones and will be added to more over the next several quarters. The Ignite software redefines pre-loaded applications and enables customers to completely uninstall applications they do not want on their device.

"DT Ignite launched with Verizon Wireless on the LG G3 in July and, we are expanding the relationship to include additional mobile devices through this year and next," said Bill Stone, Chief Executive Officer of Digital Turbine.

Digital Turbine and Verizon have a multi-year agreement that includes both the Digital Turbine Ignite and IQ solutions.

About Mandalay Digital Group

Mandalay Digital Group, Inc., through its wholly owned subsidiary, Digital Turbine, provides mobile solutions for wireless carriers globally to enable them to better monetize mobile content. The company's products include mobile application management through DT Ignite, user experience and discovery through DT IQ, application stores and content through DT Marketplace, and content management and mobile payments through DT Pay. With global headquarters in Los Angeles, and offices in the U.S., Asia Pacific and EMEA, Mandalay Digital's solutions are used by more than 31 million consumers each month across more than 20 global operators. For additional information, visit www.mandalaydigital.com.

Forward-Looking Statements

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, including statements about expanding the Company's relationship with Verizon to include additional mobile devices through this year and next are forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those expressed or implied by such statements. These factors include the inherent and deal-

specific challenges in converting discussions with carriers and other business partners into actual contractual relationships, product acceptance new products such as the DT product suite in a competitive marketplace, the potential for unforeseen or underestimated cash requirements or liabilities, the company's ability as a smaller company to manage international operations, varying and often unpredictable levels of orders, the challenges inherent in technology development necessary to maintain the company's competitive advantage such as adherence to release schedules and the costs and time required for finalization and gaining market acceptance of new products, changes in economic conditions and market demand, rapid and complex changes occurring in the mobile marketplace, 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.

For more information contact:

Laurie Berman/Matt Sheldon

PondelWilkinson Inc.

(310) 279-5980

pwinvestor@pondel.com



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