



## **MOKO.mobi and Cellfish Media sign distribution agreement in the USA**

**Sydney, 15 April 2010** – MOKO.mobi Limited (ASX: MKB) today is pleased to announce that it signed an agreement with Cellfish Media (Cellfish) as the Company's partner and exclusive agency to market MOKO.mobi throughout the USA.

Cellfish Media is based in the US and is present in France, Germany and Canada with annual revenues of \$100 million. Cellfish is a major player in mobile services publishing, providing publishers with mobile marketing solutions to monetize their traffic. They also offer advertisers a powerful and targeted tool to reach prospects and clients.

Under the terms of the agreement, Cellfish will market MOKO.mobi in the USA and subject to customisation and initial launch on AT&T, will buy mobile media in order to promote MOKO.mobi across its networks. In addition, Cellfish will assist the Company to secure further carrier portal placements with other US mobile operators. Promotion is expected to begin within the next 3 months.

M.Fabrice Sergent, Cellfish Media's CEO said "We are thrilled to welcome onboard MOKO.mobi in our Mobile Marketing Acceleration program, as we feel we can boost MOKO.mobi's revenues in the US."

Ian Rodwell, MOKO.mobi's CEO said, "We are very proud to be associated with such a professional and experienced mobile marketing organisation. Their product and market intelligence will play a key role in our expansion objectives."

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### **About MOKO.mobi Limited**

MOKO.mobi is a global platform that enables people to Chat & Share Anywhere! People from around the world use MOKO.mobi on their mobile phone or PC to meet new people, chat in real-time with likeminded people, upload unlimited photos & video, share links, and sample & recommend music from the many MOKO.mobi Music artists.

MOKO.mobi is available on multiple wireless carrier portals around the world. MOKO.mobi can also be accessed by any consumer via both their mobile or PC at [www.moko.mobi](http://www.moko.mobi).

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