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# Globe Telecom And Mandalay Digital Partner To Boost Apps Use In Philippines

LOS ANGELES, July 3, 2014 /PRNewswire/ --**Mandalay Digital Group, Inc.** (Nasdaq: MNDL), a leading provider of mobile technology solutions through its wholly owned subsidiary, Digital Turbine, announced today that it is partnering with Globe Telecom to boost apps use in the Philippines.

Globe Telecom, a company that continues to lead the smartphone revolution in the Philippines, will launch Mandalay Digital's DT Ignite™ solution for application and content pre-installations on mobile devices later this month.

Compatible with Google's Android OS and used by a variety of the world's largest cellular operators, DT Ignite™ will allow Globe subscribers to enjoy the rich capabilities of their devices with the installment of apps for immediate use and access. DT Ignite™ allows mobile operators to maximize the efficiency of pre- and post- loading apps on smartphones, giving them the simplest and easiest way to boost advertising revenues.

"We are excited to leverage this partnership to provide a richer out-of-the-box experience for our customers by featuring different applications pre-installed and ready to be used," said Daniel Horan, Senior Advisor for Consumer Business at Globe. "The new capabilities will definitely help our subscribers enjoy a wonderful mobile experience with access to all the content and apps on their devices."

"We look forward to solidifying our relationship with Globe as we bring the full smartphone experience with relevant apps to Filipinos," said Peter Adderton, Chief Executive Officer of Mandalay Digital. "Using our DT Ignite™ solution, Globe will be able to better target its subscribers with the right applications, giving them the best possible mobile experience."

## 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 throughout 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](http://www.mandalaydigital.com).

## About Globe Telecom

Globe Telecom is a leading full-service telecommunications company in the Philippines, serving the needs of consumers and businesses across an entire suite of products and services which include mobile, fixed, broadband, data connections, internet, and managed

services. Its principals are Ayala Corporation and Singapore Telecom; both acknowledged industry leaders in the country and across the region. Visit [www.globe.com.ph](http://www.globe.com.ph) for more information.

### **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 that the company's DT Ignite™ solution will allow Globe to better target its subscribers with the right applications giving them the best possible mobile experience, 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](mailto:pwinvestor@pondel.com)

Yoly C. Crisanto  
Head, Corporate Communications  
Globe Telecom, Inc.  
[gtcorpcomm@globe.com.ph](mailto:gtcorpcomm@globe.com.ph)  
Globe Press Room: [www.globe.com.ph/press-room](http://www.globe.com.ph/press-room)  
Twitter: @talk2GLOBE | Facebook: [www.facebook.com/globeph](http://www.facebook.com/globeph)



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