

MediMedia USA Announces a Definitive Agreement to Launch Mobile Applications with Gold Mobile**CHATHAM, New Jersey – November 3, 2009**

MediMedia USA, the largest healthcare content provider and pharmaceutical marketing solutions provider, announces the execution of a definitive agreement to utilize the Gold Mobile enterprise platform and applications to create mobilized interactive communications for physicians, patients, healthcare providers and sponsors.

MediMedia will integrate Gold's mobile applications with MediMedia's vast health content repository currently utilized by over 120 million consumers. Through MediMedia's Triple i division, Triple i will immediately add mobile applications to their direct to physician sampling, alternative sampling, call center, point of care, and adherence solutions to provide to pharmaceutical sponsors personalized interactive physician and patient dialogues.

"Triple i is excited to add the mobile platform to our industry-leading multi channel/relationship marketing solutions," said Tom Langan, President, Triple i. "Adding mobile to our already extensive suite of messaging solutions now allows personalized dialogue with patients and provides us with an understanding of the needs and wants of consumers, patients, and healthcare professionals."

"We are extremely excited to be partnering in healthcare with MediMedia to provide critical healthcare applications and industry-leading mobile healthcare solutions," noted Bob Gold, Gold Mobile CEO. "As leading providers and innovators of pharmaceutical marketing services and solutions, Triple i truly understands the value of real-time consumer engagement in today's challenging economic conditions."

About Gold Mobile

Gold Mobile is a leading mobile solutions provider, with a carrier grade, high performance mobile platform supported by a suite of mobile applications and development tools. Its flagship Mobile Command Center allows customers to easily manage mobile marketing, mobile web and mobile CRM solutions in real-time. The Gold Mobile platform supports carriers and networks throughout US, Europe and Asia.

About MediMedia

Headquartered in Chatham, NJ with over 1,400 employees in offices throughout the U.S. MediMedia's products and services include integrated and comprehensive health management programs, patient education content, and applications purchased by healthcare stakeholders: physicians, patients, employers, hospitals, health plans and pharmaceutical companies. MediMedia's pharmaceutical marketing group provides solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians and patients with superior content and applications. MediMedia's experience in delivering specialized information to targeted audiences has earned MediMedia unparalleled trust and respect throughout the industry.

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