

MyScreen is a Market Leading Premium Mobile Advertising VAS provider with a unique value proposition and a growing list of International Partnerships.



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MyScreen™ (MYSL.PK, Frankfurt: W1C1) is a patent-pending, market leading Value Added Service (VAS) and content provider that enables mobile operators and advertisers to deliver premium permission and incentive-based advertising to their subscribers. The operator's subscribers get rewarded for viewing full-screen advertisements, according to the subscribers opt-in account preferences, that are displayed on their phone at end-of-call.

MyScreen™ offers mobile operators and media companies flexible deployment options to enter the mobile advertising market and compensate subscribers for receiving ads ranging from full turnkey managed solutions to technology licenses.

MyScreen™ Provides:

- **Investors** with the first and only opportunity to invest and take advantage of the rapidly growing niche market of mobile marketing. All other indirect competition of MyScreen is privately owned and backed by venture capital money.
- **Operators** with a revenue generation (increased ARPU) and subscriber retention offering that provides rich behavioural profiling and influence over the messages their subscribers receive;
- **Subscribers** with a non-intrusive, rich media experience and incentives. Subscriber rewards can be redeemed for operator services (air-time, ringtones, music, etc) and other rewards; and
- **Advertisers** with unprecedented reach and direct targeting and rich analytics capabilities.

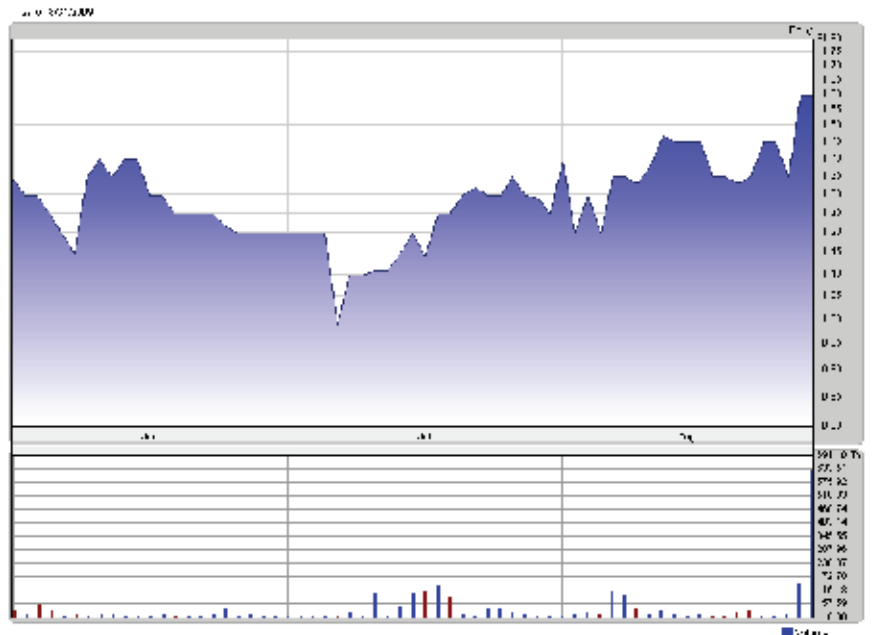
The Company's largest shareholders include Orascom Telecom Holdings and prominent individual investors. Management, insiders and Orascom control 75% of the Company.

Market Data

Sector: Telecom Value Added Service Providers

52-Week Range (US\$): 0.75 – 2.08
Market Cap. (US\$ mil.): \$212.8m
Last close (Aug 31, 2009): US\$1.60

Shares Out (Issued) (mil): 133m
3-Month Avg Vol. (000): 35,289
Float (mil): 17.2m



MyScreen™ Recent Highlights:

U Turkcell announced their successful completion of a trial, called TiklaKazan, powered by MyScreen's innovative mobile advertising solution. Results of the trial were very positive, with 82% of subscribers confirming they would recommend MyScreen to a friend. Subscribers also confirmed that 79% would prefer to see a full-screen ad at the end of call, as opposed to receiving an SMS or MMS. During the trial, approximately 100 advertisements were published major global and Turkish brands participated in the trial such as, Yemeksepeti, Uludag, Renault, Citroen, Coca-Cola, Mercedes and, Pepsi.

U Maurizio Angelone became MyScreen's Chief Executive Officer and a Director on May 1, 2009. Maurizio Angelone spent 15 years with Nokia in senior executive roles, including his most recent position as Global Account Head for one of Nokia's largest customers, Telefónica S.A.; prior to this Maurizio led Nokia's Latin American division, which generated over US\$2 billion in revenue in 2007.

U Strategically partnered with world renowned mobile solution developer, Sentaca, to further enhance MyScreen's revolutionary patent-pending mobile advertising solution.

U Orascom Telecom Holdings invested US\$10.0 Million into MyScreen™. In addition, Myscreen™ has formed a strategic partnership with Orascom to reach their 100 million mobile subscribers located in Europe, Africa, and South Asia.

Analyst's Forecasts – Mobile Advertising, Global by 2011:

Gartner: \$14.6 billion

eMarketer: \$5 billion

Informa: \$11.35 billion

Total Mobile Ad Spend (US\$B) by Region (2008 – 2013)

