

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



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

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:

- Operators with a revenue generation 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
- Advertiser's 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.

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Market Data

Sector: Telecom Value Added Service Providers

52-Week Range (US\$): \$0.60 - \$3.20
Market Cap. (US\$ mil.): 155.0
Last close (February 5, 2009): U\$1.3

Shares Out (Issued) (mil): 131.6
3-Month Avg Vol. (000): 14.2
Float (mil): 17.2



MYSL Recent Highlights:

- MyScreen™ announced it had partnered with Globalive Communications (new wireless entrant backed by Orascom) in Canada.
- MyScreen™ announced it had formed a partnership with national brand builder Zimmerman Advertising, a large division of Omnicom Group (one of world's largest advertising agencies). Zimmerman will quarterback a team of global Omnicom units, to drive global ad sales and brand development for MyScreen™.
- 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.

Regulatory Update:

- It is management's intention to be current with its regulatory filings by April 2009, and in due course thereafter apply for a senior exchange listing.

Market Size Data

- Juniper Research estimated that total annual ad spend on mobile will increase to nearly \$7.6 billion by 2013.
- Google's CEO has predicted that in the future, the search giant will make more money from mobile ads than from internet advertising.

Quick Facts

SYMBOL: MYSL.PK

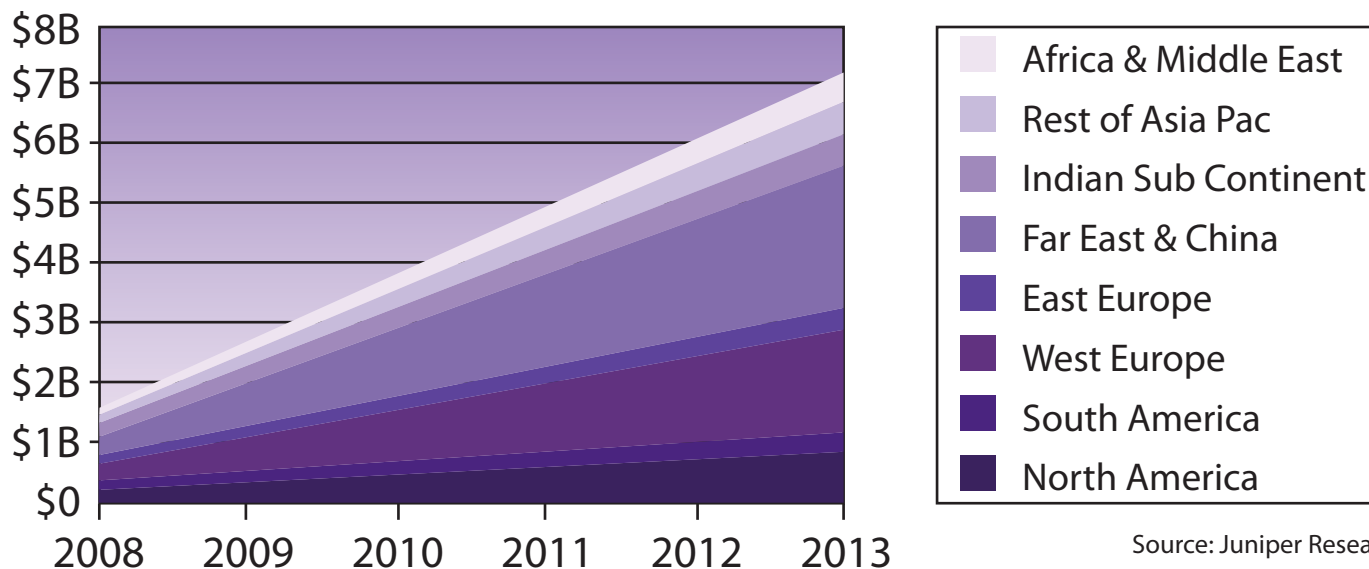
Market Cap: \$155 m*

Shares Outstanding: 131.6 m

* as of February 5, 2009



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



Source: Juniper Research