

**Media release**  
**11 February 2010**

## **Mnet Group signs Licensing and Distribution Agreement with UFC® The Ultimate Fighting Championship®**

Mnet Group Ltd *formerly Mercury Mobility* (ASX:MNZ) has entered into a major licensing and distribution agreement for mobile video and personalisation content with Zuffa, LLC, d/b/a Ultimate Fighting Championship®.

Mnet will have exclusive mobile rights for the distribution of a wide range of digital content types in Australia & New Zealand; including short form and full length video downloads including mobisodes (mobile video), video streaming, applications, realtones, alert tones, alarm tones, videotones, ringback tunes, wallpapers, animations, screensavers, and themes.

Started in 1993, the Ultimate Fighting Championship® (UFC®) brand is the world's leading professional mixed martial arts (MMA) organization. Under the ownership of Lorenzo and Frank Fertitta and Dana White, UFC® has achieved phenomenal mainstream popularity surpassing both WWE and boxing in setting the pay-per-view industry's all-time annual revenue record. UFC produces over twelve UFC live pay-per-view events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s Versus network.

Globally, UFC programming is broadcast in over 130 countries, territories and jurisdictions, reaching 430 million homes worldwide, in 20 different languages. Ancillary businesses now include UFC.com with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym™, UFC Fight Club affinity program, UFC Fan Expo™ festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

*"It's an explosive, billion dollar business because it's such irresistible and fascinating entertainment; blending ancient, fighting traditions from around the world into a fresh, modern and very original format. That's a great concept. We've never seen such committed fans and we are looking forward to giving them access to more UFC® here in this region."* Stephen Lovchyl, Head of Content (Mnet Group)

Mnet Group is one of the world's leading mobile content retailers; developing and optimising content for organisations like DreamWorks, Disney, ACP (FHM, ZooWeekly), Sony BMG, EMI, Warner Music, Universal, WWE, AFL and the NHL. Mnet supplies major carrier partners including Optus Australia, VHA - Hutchison 3G Australia, Telstra, Telecom New Zealand and Bell Canada. Digital Merchandising expertise is encapsulated in Mnet's best of breed technology, hosting 'fully integrated' stores for Bell Canada and Optus Australia.

*"We are really excited about working with Mnet Group; a company that has the technology to deliver fans our brand in new and innovative ways for mobile"* UFC spokesperson

For more information, or current UFC fight news, visit [UFC.com](http://UFC.com), [UK.UFC.com](http://UK.UFC.com), [GERMANY.UFC.com](http://GERMANY.UFC.com), [UFCJapan.jp](http://UFCJapan.jp) or [UFCEspanol.com](http://UFCEspanol.com). All bouts live and subject to change.

ENDS

For further information or for interviews with Mnet Group Head of Content Stephen Lovchylid, please contact IDENTITY PR:

Laura Oliveri  
Publicist  
02 9904 2733  
0414 809 785  
[laura@identitypr.com.au](mailto:laura@identitypr.com.au)

Gillian Raftery  
Account Manager  
02 9904 2733  
0404 142 761  
[gillian@identitypr.com.au](mailto:gillian@identitypr.com.au)

### **About Mnet Group**

Mnet Group represents the conclusion of the recent merger of Mercury Mobility and Mnet Corporation. The companies were both established in 2001 and have longstanding, experienced executive and employee expertise in delivering successful Mobile solutions.

Both companies are leaders in the mobile content and mobile marketing & professional services industries respectively and the merged entity provides the breadth and depth of capabilities across the Mobile Industry ecosystem for local and international customers.

The companies are pioneers in, and have helped shape, the local Australian mobile industry and both are built on a number of deep client relationships that span many years. Each company has an outstanding track record of working with these clients to deliver market-leading innovation in mobile. For Mercury Mobility and Mnet Corporation, technical capability has been matched by exceptional customer service and insight, supported by full-time in-house research and development staff.

### **Ultimate Fighting Championship- [www.ufc.com](http://www.ufc.com)**

Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC<sup>®</sup> produces over twelve UFC live Pay-Per-View events annually and 30 live arena events around the world. UFC programming is distributed in the United States on Viacom, Inc.'s Spike TV and on Comcast, Inc.'s Versus network. Globally, UFC programming is broadcast in over 130 countries, territories and jurisdictions, reaching 430 million homes worldwide, in 20 different languages. Ancillary businesses now include UFC.com with over 5 million unique visitors per month, the best-selling UFC "Undisputed" videogame franchise distributed by THQ, UFC Gym<sup>™</sup>, UFC Fight Club affinity program, UFC Fan Expo<sup>™</sup> festivals, branded apparel, trading cards, articulated action figures and other media including best-selling DVDs and a U.S. bimonthly magazine.

Ultimate Fighting Championship<sup>®</sup>, Ultimate Fighting<sup>®</sup>, UFC<sup>®</sup>, The Ultimate Fighter<sup>®</sup>, Submission<sup>®</sup>, As Real As It Gets<sup>®</sup>, Zuffa<sup>®</sup>, The Octagon<sup>™</sup> and the eight-sided competition mat and cage design are registered trademarks, registered service marks, trademarks, trade dress and/or service marks owned exclusively by Zuffa, LLC and licensed to its affiliated entities and other licensees in the United States and other jurisdictions. All other marks referenced herein may be the property of Zuffa, LLC, its affiliates or other respective owners.