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**MANDALAY INTERGRATED MEDIA ENTERTAINMENT AND BRIABE MEDIA PARTNER TO
MAKE MOBILE A PART OF BRANDED ENTERTAINMENT MARKETING MIX**

Los Angeles (November 1, 2006) -- Mandalay Integrated Media Entertainment (MIME, part of the Mandalay Entertainment Group) and mobile marketing solutions firm Briabe Media have partnered to incorporate Briabe's leading edge technology and mobile marketing experience in their wide-ranging initiatives for multiple brands while increasing Briabe's entertainment industry exposure.

Integral to the partnership is the consideration and inclusion of mobile strategy, programming and promotional concepts in the development phase of brand consultation, not an after the fact add-on. Mobile now joins theatrical, television and online distribution – as well as live events – as core components of MIME's comprehensive marketing menu which has aided brands such as Alticor (Nutralite and ICook), Burton Snowboards, HealthSouth and others in reaching today's discerning consumer audience.

"It is certainly no secret that mobile is a must-have component in any marketing plan," said David Salzberg, President, Mandalay Integrated Media Entertainment. "The types of initiatives we've worked with brands to create are designed to entertain, tell a story and foster a brand/consumer relationship. The ever-present mobile device has virtually unlimited potential for delivery of that content, and we're pleased to have Briabe and their expertise to help our clients take full advantage of the possibilities."

Briabe, headed by an experienced leadership team that has worked in and around the mobile telecommunications space for more than a decade, will provide technical and mobile marketing expertise concurrent to consideration and development of programming for all other media. Mobile strategy and the formatting of content for mobile devices will be incorporated as part of the production process, allowing for seamless and timely distribution through all media platforms.

"Mobile marketing gives brands the power to reach more people more often than any other marketing platform," said Briabe Co-founder and President James Briggs. "The ultimate power, however, lies literally in the hands of the consumer as they can easily and instantaneously engage with the brands they deem relevant to their lifestyles". Content is king, and marrying great technology a company built on a foundation of great storytelling and engaging content is a perfect combination."

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About Mandalay Entertainment Group

Mandalay Integrated Media Entertainment and Mandalay Sports Action Entertainment are part of the Mandalay Entertainment Group, one of the most diverse and successful companies in the entertainment and sports fields. Mandalay Pictures has financed and produced more than \$750 million in films for worldwide theater audiences, garnering critical acclaim and achieving commercial success. Mandalay Mosaic Television Group is a producer of series and feature entertainment for broadcast and cable and owns Dick Clark Productions, through which it produces some of the world's most recognized and successful televised awards shows. Mandalay Television is a producer of series and original movies for television broadcast, including the highly regarded **Brotherhood** airing on Showtime. Mandalay Sports Entertainment and Mandalay Baseball Properties are leading owner/operators of professional sports franchises in the country. They currently operate six franchises. MIME and Mandalay Sports Action Entertainment are leading producers of branded entertainment properties and wide ranging marketing programs for all mediums. www.mandalay.com

About Briabe Media, Inc.

Briabe Media takes the pain and frustration out of reaching on-the-go customers for brands and content owners by managing the campaign from the initial concept development through the final reporting and analysis of metrics. Moreover, by working with Briabe, companies are able to leverage our technologies, partnerships and campaign tools while maintaining ownership of their valuable intellectual property and maximizing the monetization and mobilization potential. www.briabemedia.com