



METATRON INC.

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i-Mobilize Releases Mobile Content Delivery System

San Diego, CA - January 7, 2009 - Metatron Inc. (OTC Pink Sheets: MRNJ), today announced that Apple Inc. has approved the proprietary, patent-pending mobile content delivery system (MCDS) developed by i-Mobilize, a subsidiary of Metatron Inc.

The MCDS allows an exponential increase in the capacity and speed of App content deployment by the Company and is the first system of its kind to be approved by Apple for use on its iTunes, iPhone or iPod Touch platforms.

The MCDS is the platform for a suite of iPhone applications which can be purchased through Apple's iTunes service. It allows i-Mobilize to package content such as videos, movies, TV shows, or eBooks up to 1000 times faster than previously available methods. The MCDS makes content downloadable anywhere the AT&T 3G or Edge Cellular Networks are available and eliminates the need for computer downloads.

The MCDS will initially be listed on iTunes in the form of "Channels." The first to be approved is the Sci-Fi Channel which holds 10 classic movies. Management expects to list Western, Comedy, Drama, Classic TV shows, Extreme Sports and Travel Channels in the coming weeks, and will soon own channels in every popular entertainment, self help and business category on iTunes.

Initially, each Channel will be available on an introductory basis for \$0.99. Subsequent versions of the MCDS will allow access to



up to 1,000 titles each and will have various payment options including advertising, subscription and pay per use.

Already one of the leading iPhone application developers with over 500 titles for sale on iTunes, i-Mobilize plans to release over 5,000 movies, TV shows, audiobooks and eBooks by the end of January 2010. These releases will propel i-Mobilize into the top 10% of the industry's largest mobile content providers.

Metatron CEO, Joe Riehl, said, "We are extremely pleased with Apple fast-tracking the approval of our next generation Mobile Content Delivery System. This gives i-Mobilize the ability to service its content partners in ways that were previously impossible. If our larger partners were to give us 10,000 hours of programming to make into apps, it would normally take months to get that ready for sale -- now we can do it in days."

Riehl added, "There is no other company out there that can match our speed and capacity, other than Apple itself. The MCDS is cross-platform compatible and we plan on implementing it for Droid as early as this Spring."

About Metatron Inc.

Metatron Inc. is a diversified internet holding company with a mission to harness the power of today's online and wireless consumer interactivity to make daily life easier, more productive and more entertaining for people all over the world. For more information on the Company, please visit www.metatroninc.com.

About i-Mobilize Inc.

i-Mobilize's mission is to become the fourth largest content distributor in the mobile space in 2010, behind only Apple, Amazon and Google.



Forward-Looking Statements

Any statements made in this press release which are not historical facts contain certain forward-looking statements, as such term is defined in the Private Litigation Reform Act of 1995, concerning potential developments affecting the business, prospects, financial condition and other aspects of the company to which this release pertains. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results of the specific items described in this release, and the company's operations generally, to differ materially from what is projected in such forward-looking statements. Although such statements are based upon the best judgments of management of the company as of the date of this release, significant deviations in magnitude, timing and other factors may result from business risks and uncertainties including, without limitation, the company's dependence on third parties, general market and economic conditions, technical factors, the availability of outside capital, receipt of revenues and other factors, many of which are beyond the control of the company. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance, or achievements. Moreover, neither we nor any other person assumes responsibility for the accuracy and completeness of such statements, and we disclaim any obligation to update information contained in any forward-looking statement.

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