



METATRON INC.

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Metatron Releases New Live Streaming Services for the iPhone

SAN DIEGO, CA--(Marketwire - January 14, 2010) - Metatron Inc. (PINKSHEETS: [MRNJ](#)) today announced that it has released its new streaming service "ContentLive!" on Apple iTunes platform.

ContentLive! is Metatron's new broadcast quality streaming platform that brings live video streams to the iPhone, iPod Touch, and upcoming iSlate. Using adaptive rate video streaming technology, ContentLive! constantly adjusts to changing network conditions. It also is completely compatible with the Amazon cloud platform to enable the delivery of virtually infinite scalability in the face of sudden traffic spikes.

ContentLive! gives users the ability to select bandwidth streams to optimize the delivery of video over a variety of bandwidths and conditions. This allows users to view broadcast quality Television over high quality connections and to optimize data streams for those on less reliable or slower connections.

Metatron CEO, Joe Riehl, said, "We are one of the only companies that currently offer live broadcast quality streaming for the iPhone. This has created a significant buzz in our industry. We now are in accelerated negotiations with top tier content providers from both Hollywood and abroad, and expect to have a series of high quality streaming apps by household name artists on iTunes by Spring of 2010."

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.

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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