

METATRON, INC. STRATEGICALLY POSITIONED TO CAPITALIZE ON EMERGING MOBILE MARKET; SERVING AS KEY PROVIDER FOR PROFITABLE CONTENT DISTRIBUTION

SAN DIEGO, CA--(Marketwire, March 16, 2010) - Metatron, Inc. (Pinksheets: [MRNJ -News](#)) providers of mobile application digital content and distribution, is strategically positioned to capitalize on the emerging mobile marketplace, amid recent reports from industry analysts and market researchers and consultants.

Analysts at research firm, Gartner, Inc. reported in January that mobile application downloads will exceed 4.5 billion worldwide in 2010, up from 2.5 billion in 2009. The firm projects that number will soar to nearly 22 billion in 2013. This growth, according to Gartner, is expected to produce \$6.7 billion in mobile app revenue in 2010, up from \$4.2 billion in 2009. From 2008 to 2013, the firm estimates there will be more than 50 billion applications downloads generating more than \$72 billion.

Similar projections for the mobile marketplace were announced last year by wireless market research and consulting firm, Wireless Expertise, which stated: With mobile phones outnumbering PCs around the world by 4:1, mobile applications represent an even bigger opportunity for the mobile industry than the fixed-line perceived the Internet a decade ago. With over four billion mobile users around the world compared to approximately one billion PCs, mobile will become the ideal channel for businesses to reach their consumers. The firm also reported that mobile operators have to adopt a dual app store strategy, using the now widely-accepted app store model in conjunction with a browser-based widget store, to provide the greatest potential for a mass-market proposition.

“Our strategy of integrating top technology to distribute high demand content is on target for Metatron's i-Mobilize operating business to rank as the fourth largest mobile content provider following industry giants Apple, Amazon, and Google,” said Joe Riehl, CEO of Metatron, Inc.

Metatron's i-Mobilize provides clients with lucrative value propositions for their target consumers and is rapidly emerging as a powerful and necessary “content cloud” a recently coined industry term defining the capability to aggregate and distribute platform transcendent digital content from and to multiple sources.

About Metatron, Inc.

Metatron, Inc. is a corporate network of highly-related fast growing multi-sector businesses that transact through the Internet and mobile devices. We harness the power of technology to make people's lives more productive and enjoyable in today's connected world. Metatron companies operate in the hottest business sectors including online dating, credit card processing, next-gen relational database development, search engine advertising optimization, and mobile device applications. For more information, visit 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.

For more information contact:
Rikor Morginn
Investor Relations
(619) 550-4668
IR@metatroninc.com