

# Metatron's i-Mobilize Sets Record for Highest Weekend App Sales

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## Revenues Doubled Following i-Mobilize's Release of Four New Apps for iPad Devices

**SAN DIEGO, CA - April 5, 2010** - i-Mobilize, providers of multi-platform digital content distribution and a division of Metatron, Inc. (Pinksheets: [MRNJ -News](#)), set a record over the weekend for the highest-ever app sales in the company's history. i-Mobilize doubled its average daily app sales revenues over the two-day period (Sat. – Sun., April 3-4), generating a 30% increase in app downloads compared to the company's previous record.

Over the weekend i-Mobilize released four digital entertainment apps for users of the new iPad devices. Those apps, including the *Bob Marley Spiritual Journey HD* documentary; *Complete Relaxation* and *Lose Weight Now* hypnosis video apps by UK's top selling self-help author Glenn Harrold; and *Electric Sheep Trance Art*, were among the titles driving i-Mobilize's record-setting weekend sales. i-Mobilize has an additional 20 entertainment app titles for the iPad currently in pre-launch store review, as well as more than 100 iPad apps currently in development and scheduled for distribution to consumers throughout the next six months. The company's *Bob Marley Spiritual Journey* app is scheduled for release to users of Android devices later this week.

“We launched four apps for the new iPad device on Saturday and that certainly had a positive impact on our weekend sales,” said Joe Riehl, CEO of i-Mobilize. “However, significant increases were also realized across every content category in the i-Mobilize library through all mobile devices and platforms. As we continue to release new app titles, and as we roll out our new universal functionality that enables consumers to download and play on their multiple mobile devices, we expect to continue exceeding previous sales records.”

i-Mobilize also expects its increases to continue amid reports published today and over the weekend that only 300,000 iPad units were available in the marketplace at launch, with the majority of shipments scheduled to arrive to consumers later in the month.

### **About i-Mobilize:**

i-Mobilize provides proprietary digital app development, publishing and content distribution for all major mobile device platforms. Established in 2009 with a fast-growing content library of movies, music, books, television, classic programming, and special interest titles, i-Mobilize is capitalizing on the burgeoning mobile apps download industry, projected to exceed 4.5 billion downloads worldwide generating \$6.7 billion this year; and an estimates 22 billion downloads generating \$72 billion by 2013 according to Gartner, Inc., the world's leading information technology research and advisory company. Headquartered in San Diego, CA, i-Mobilize ([www.i-mobilize.com](http://www.i-mobilize.com)) is a division of Metatron, Inc., a diversified holding company of businesses that transact through the Internet and mobile devices.

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### **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*

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