

METATRON, INC.'S i-MOBILIZE SECURES AGREEMENT WITH BEST-SELLING AUTHOR ECKHART TOLLE FOR MOBILE APP DISTRIBUTION

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Agreement Includes App Development and Distribution Across All Major Mobile Device Platforms

SAN DIEGO, CA--(Marketwire, April 21, 2010) – i-Mobilize, providers of multi-platform digital content distribution and a wholly-owned subsidiary of Metatron, Inc. (Pinksheets: [MRNJ-News](#)), has been selected by best-selling author, public speaker, and spiritual teacher Eckhart Tolle to produce and distribute mobile apps featuring monthly issues of [eckharttolle.com](#). Through the agreement, i-Mobilize will develop and distribute downloadable apps compatible with all major mobile platforms for each issue of Tolle's new monthly programs. Each app will include a featured Eckhart Tolle seminar, several Question & Answer videos, exclusive content from Kim Eng, and a live meditation.

“Collective sales of Eckhart Tolle's best-sellers *The Power of Now* and *A New Earth* have exceeded eight million copies in North America alone,” said Joe Riehl, CEO of i-Mobilize and its parent company Metatron. “Through Mr. Tolle's wildly popular webinar series with Oprah Winfrey and through her book club recommendation, Eckhart Tolle is a household name. We are proud to bring this inspiring monthly collection to consumers across the world and expect to be releasing at least 20 of these exceptional iPad apps.”

i-Mobilize has released the first two apps for sale on the iTunes AppStore:

Eckhart Tolle TV March 2010 "The Tao Te Ching, Part Two"- iPad Version

Eckhart revisits Lao Tse's timeless work to further explore its life-changing truths.

Eckhart Tolle TV April 2010 “Living from the Depths of Presence” - iPad Version

Who are you beyond the level of thoughts? Eckhart shares insights and practices for living life aligned with our source: Presence itself.

Both apps contain HD video of a featured seminar, several shorter Question & Answer videos, a video of a live meditation, and exclusive content from Kim Eng. Each app includes inspirational wallpaper images for the iPad.

Eckhart Tolle's first book, *The Power of Now*, has been translated into 33 languages, including Arabic, and nine years after its initial release remains a top ten New York Times best-seller. Tolle's second book, *A New Earth* also ranked #1 on the New York Times best-selling list. Sales skyrocketed even further when the title was selected by Oprah Winfrey for her book club and again when Tolle partnered with the award-winning talk show host for a series of webinar sessions, which attracted millions of online viewers and prompted sales of an additional 3.5 million copies of the book. Through his writing and seminars, Eckhart Tolle's simple yet profound teachings have helped countless people throughout the world find inner peace and greater fulfillment in their lives.

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) is a division of Metatron, Inc., a diversified holding company of businesses that transact through the Internet and mobile devices.

About Metatron, Inc.

Metatron, Inc. operates multi-sector businesses that transact through the Internet and mobile devices, using the power of technology to make people's lives more productive and enjoyable in today's connected world. Metatron companies operate in progressive business sectors including mobile device applications, online dating, credit card processing, next-generation relational database development, and search engine advertising optimization. Metatron's i-Mobilize division provides multi-platform digital content distribution for current and next-generation channels and devices. 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.

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