

## **FOR IMMEDIATE RELEASE**

### **METATRON, INC.'S i-MOBILIZE ANNOUNCES PLATFORM TRANSCENDENT MOBILE APP STORE ON MAJOR SOCIAL NETWORKING SITE**

**San Diego, CA (May 18, 2010) - Metatron, Inc. (OTC: MRNJ)** has taken the first steps in beta testing its planned marketing program that will place its i-Mobilize subsidiary in the vanguard of companies accessing the 400,000,000 Facebook members who represent i-Mobilize's prime target market of 18 to 54 year old tech-comfortable consumers. The new i-Mobilize Facebook Page is scheduled to launch on Friday, May 21<sup>st</sup>.

Through an association with Redfoot Social, i-Mobilize will have an Official Facebook Page that will greet customers in a way designed to promote i-Mobilize's iPhone, iPod touch and iPad applications, allowing them to shop for and purchase apps while interacting with their friends on Facebook. Each Facebook member has an average of 130 friends that receive notices of other friends' activities and because of this, and recent changes to Facebook's Fan Pages concept, Facebook promises a new and powerful paradigm in online and social marketing. The strategy combines the proven user recommendation method of Internet marketing with the compounding effect of communicating a member's likes and purchases to over 100 other members each time the user interacts with i-Mobilize merchandize.

"Until now we have very limited marketing of our apps beyond iTunes' App Store and our own website. We have been busy accumulating a library large enough to be impressive to the app shopper looking for top quality content," commented Joe Riehl, CEO of Metatron, Inc. "The Facebook marketing campaign and brand presence for i-Mobilize will greatly increase our visibility and interaction with our target consumer and will be a significant boost to our brand recognition and should result in increased revenues over time."

#### **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](http://Metatroninc.com).

#### **About Redfoot Social**

Redfoot Social specializes in building custom Facebook Pages for Brands. Their proven expertise in dynamic robust programming and sophisticated Internet marketing strategies and implementation results in outstanding return on clients' advertising dollars. Redfoot Social has built a team of social media and internet marketing experts, which gives them a specialized understanding of what works online and most importantly how Facebook marketing plans integrate with a client's overall online marketing strategy. For more information, visit [RedfootSocial.com](http://RedfootSocial.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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