



METATRON INC.

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METATRON INC. ANNOUNCES NEW BUSINESS DIRECTION

*Former Trucking Company Relocations as
Online and Mobile Consumer Market Specialist*

San Diego, CA – July 09, 2009 – Metatron Inc. (OTC Pink Sheets: MRNJ) today detailed its new strategic operating plan for its re-emergence as a fully operating, diversified internet holding company.

Based on management's extensive experience and knowledge of Web 2.0, the Metatron business model revolves around the direct acquisition of interests in private companies, as well as the creation of strategic partnerships or joint ventures with synergistic businesses. Currently, the Metatron partner companies address vertical market segments in the online dating, mobile application development and marketing, online payment processing, and internet consulting industries.

Metatron's business strategy, through its partner companies, over the past few years has primarily involved the development and operation of websites and services focused on consumer products and commercial technologies, as well as consulting and other business relationships with non-subsidiary companies that have demonstrated synergies with the Company's core businesses. Metatron's strategy also entails and promotes opportunities for strategic business relationships among and between its partner companies. The Company expects to continue to develop, refine and synergize the group's product and service offerings, and to continue to pursue the development or acquisition of, or strategic investment in, additional companies.

The following summarizes the operations of Metatron's partner companies.

- **CupidsDevil Inc.** Founded in 2002, CupidsDevil enables adults to meet online, participate in a community and form casual relationships. To boost membership and create widespread media exposure, Cupid will soon roll out an iPhone application, which uses a patent-pending technology called MediaMatch to link members based on the types and frequency of their real-world media usage. Management is not aware of any other online dating concern doing this at the present time.
- **i-Mobilize Inc.** i-Mobilize's mission is to be a leading global provider and developer of mobile applications for the iPhone, Palm's new Pre, BlackBerry, T-Mobile's G1 and other mobile devices. Strategy Analytics claims the mobile content market will reach \$67 billion in 2009, up 18% from 2008.
- **Just Data Inc.** Just Data, Inc. is an Internet Payment Service Provider (IPSP) that enables merchants to accept payments online. Just Data's flexible solutions process credit cards, electronic checks, and telephone orders, and work with any business model, including internet, broadband, wireless, call centers and even retail establishments.



- **PB Magic Inc.** PB Magic, Inc. is an internet professional services firm that provides consulting services in the areas of web development, mobile software, online marketing, “Pay-per-Click” (PPC) management, SEO services and corporate strategy to internet-based businesses. Due to management’s depth of experience, PB Magic is able to generate improved returns on investments in advertising for its clients and base its fee structure on the subsequent increase in cash flow.

Commenting on the new business direction, Joe Riehl, CEO of Metatron, stated, “As I have stated before, the businesses we are pursuing are not new for us. We have a solid history of monetizing web traffic and know how it’s done. Even in this economic environment, we believe there is still a lot of low-hanging fruit on the internet. As we pursue rapid growth, it is important for us to not leave anything on the table and develop the synergy that we need to thrive. If all of our partner companies can have the same client, that is the ultimate synergy. We look forward to a series of announcements in the coming weeks that will update our shareholders on the progression and revenue generation of our partners, as well as possible relationships that are more formalized.”

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. Our objective is to acquire high potential internet properties and to monetize those operations based on our extensive experience and knowledge of Web 2.0, the second generation of web development and design that facilitates nearly-universal communication, secure information sharing, interoperability, and collaboration on the web. 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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