



METATRON INC.

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**Metatron Partner i-Mobilize Announces Agreement
with Effortless Life and Living Inc.**

Company Seeks to Capitalize on Self-Improvement Mobile Application Market

San Diego, CA – August 31, 2009 – Metatron Inc. (OTC Pink Sheets: MRNJ), today announced that its partner company, i-Mobilize, has entered into a development and marketing agreement with self-improvement product and service provider, the Effortless Life and Living Inc.

The Company previously announced a Letter of Intent (LOI) with the shareholders of i-Mobilize Inc., a Delaware corporation, to acquire 100% of the outstanding common stock and make i-Mobilize a wholly owned subsidiary of Metatron.

Under the agreement, the Company will partner with the Effortless Life and Living Inc. by creating original content applications for the iPhone and marketing the products via social networks, direct response campaigns and search engines. The terms of the agreement call for a 50/50 split of all net revenue derived from the venture.

Launched in 2007 by Samia Hyjazi,, Effortless Life and Living Inc.'s primary business is the creation of self-help seminars and motivational digital audio and video, with hundreds of products currently available for sale on their website. These products include affirmations, visualizations and meditations, audio books, seminars, and digital books which will be converted and reimagineered by i-Mobilize into original content applications for the iPhone. Effortless Life and Living Inc. currently has hundreds of thousands of active customers world-wide.

Joe Riehl, CEO of Metatron, stated, "We are very excited to partner with EL&L and to continue forward in this burgeoning market. According to Marketdata Enterprises, the U.S. market for self-improvement products and services reached over \$11 billion last year, up from \$9.7 billion in 2005. So obviously the size and growth of the market is there. We feel that the mobile application market for these products is largely untapped and seek to secure our early foothold in this arena. In addition, it is a perfect complement to the other services Metatron and our partner companies are providing. Our current apps in this category have been in the top 50 most downloaded apps on I-tunes, and these new apps will potentially enable us to significantly increase sales volume on the Iphone. "

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. 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

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consulting industries. For more information on the Company, please visit www.metatroninc.com.

About 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.

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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