

## **Metatron Closes Acquisition of Internet Payment Processor, Just Data Inc.**

SAN DIEGO, CA--(Market Wire - 09/29/09) - Metatron, Inc. (OTC:MRNJ - News) today announced that has completed the acquisition of Just Data Inc. for \$100,000, payable in restricted shares of its common stock valued at \$0.40 per share.

Organized in 1999, Just Data, Inc. provides flexible electronic payment solutions including credit cards, electronic checks and telephone orders, and works with any business model, including internet, broadband, wireless, call centers and retail establishments. Just Data enables online companies to accept global payments without the need to obtain and manage their own merchant account. Benefits include worldwide acceptance, multiple currencies, state of the art merchant tools, subscription and per-unit billing, world class customer service, and a full suite of marketing and revenue features.

Metatron and Just Data have operated under a joint venture agreement since August 3, 2009, and since that time have focused on the development of recurring revenue generating client relationships. Just Data will typically enter into three-year service contracts that require minimum volume commitments from merchants to qualify for the agreed-upon pricing.

Joe Riehl, CEO of Metatron, stated, "The acquisition of Just Data provides Metatron with three primary benefits. First, it gives us another profit center to augment our dating and mobile phone platforms. Secondly, it integrates with our entire network of websites and increases our margins on every user transaction. Finally, it gives us access to a large and expanding database of users that are potential customers for all of our content and which could generate significant traffic for our advertisers. We see this acquisition as key to the implementation of our overall strategy."

### About Just Data Inc.

Just Data employs information technology systems which use the Internet to improve payment processing, management reporting, enrollment processes, customer service, sales management, productivity, merchant reporting and problem resolution. For more information on Just Data Inc., please visit [www.justdatabilling.com](http://www.justdatabilling.com).

### 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. For more information on the Company, please visit [www.metatroninc.com](http://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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