

## Metatron Performance Update and Fourth Quarter Outlook

San Diego, CA (October 6, 2009) – Joe Riehl, Chief Executive Officer of Metatron Inc. (OTC:MRNJ) today provided an update on the Company's performance and guidance on the fourth quarter of 2009 to candidate investors in a conference call. The full text of the interview can be found at [www.metatroninc.com/InvestorRelations.html](http://www.metatroninc.com/InvestorRelations.html).

### Overview –

“Our development and growth strategy can be summarized as (1) acquire properties, technologies and operations to create an end-to-end menu of content and services for consumers and businesses in the new media space; (2) integrate those acquisitions into an efficient and profitable organization with a seamless market presentation; (3) create relationships with high profile marketers which can succeed in creating mass awareness of our businesses in the targeted markets; (4) raise sufficient capital to fuel aggressive television and internet advertising campaigns; and (5) create competitive advantages and increased user loyalty by integrating new technologies and benefits into our new media properties.”

### Progress –

“Since we became a public company on June 5th, we have followed that blueprint and it is working quite well. First, we entered into joint ventures with i-Mobilize Inc., a mobile software developer; Just Data Inc., an online merchant processor, PB Magic Inc., an online marketing and SEO provider; and Cupid Devil Inc., an online dating website. We have operated together with each of these companies as we worked out the accounting and integration issues with them. So far, two have been acquired and the other two acquisitions should be completed this year.”

“We have also created a solid relationship with a Direct Response Marketing company, Beanstalk Media to create advertising campaigns for mass market exposure. They have created some really amazing promotional campaigns which we plan to run after we complete all of our planned acquisitions this year.”

“Each of our newly acquired companies has generated significant new business this year. Just Data is working on a relationship with a large South American dating site. They are testing new billing software that we are implanting for them. If it works like we think it will, this customer will generate significant revenue for us.”

“i-Mobilize now has 10 software titles generating steady revenue on iTunes -- some of them have cracked the Top 100 in their respective classes. They have about 30 more titles in development that will be released on an on-going basis. Some of them directly target the leader in the most successful categories on iTunes. We think iMobilize is going to be a monster. It's in one of the fastest growing and most exciting industries today, and we don't see any reason why it can't be one of the top companies in that space”

“But we are really swinging for the fences with some of our new technologies. The first one is a patent pending technology called Media Match that my patent lawyer and I have developed with our own funds. It actually matches people by what they do, not what they say they do. We think it can be a revolutionary technology in the online dating space, and could change the industry forever. As

we work out the business end with our patent lawyer, our developers are integrating it with the upcoming Cupid's Devil iPhone application as well as the Cupid website. This is coming in the very near future and we don't see anything out there that will be able to compete with this technology at the user level. It really is remarkable."

#### **Fourth Quarter Outlook –**

"We are confident that the last two acquisitions will be closed during the fourth quarter. This will give us the full circle of content and services that we believe are necessary to optimally monetize a large user base. At that point we will be ready to start the aggressive advertising campaigns to get our brands out into the world and to hopefully start taking market share away from our two main competitors, Match.com and eHarmony."

"If you look at the forecast model generated by Valencia Research and our competitor's financials, you will see that we are in a very high margin business. We expect to be cashflow positive by the end of the year and to have strong earnings in 2010. We are confident of this because we have done this in the past. Together all of our companies have collectively generated \$15 million in revenue with 50% before tax margins in the last few years. This was as four small businesses without capital or a way to scale these businesses. Together as Metatron we believe we can quickly generate strong growth and earnings with a relatively small amount of capital."

#### **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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