



METATRON INC.

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Metatron Subsidiary i-Mobilize Announces eBook Reader for iPhone *iRead Creates an Immediate Pathway to High-Margin Digital eBook Sales*

San Diego, CA – November 9, 2009 – Metatron Inc. (OTC Pink Sheets: MRNJ) today announced that its wholly-owned subsidiary, i-Mobilize Inc., has released a new eBook reader application called “iRead” on iTunes. The release of this application opens the door for Metatron to enter the eBook publishing industry on the iPhone and other mobile platforms.

eBooks are a rapidly growing industry. According to a new In-Stat forecast, eBook sales worldwide will jump from \$323 million in 2008 to nearly \$9 billion in 2013. Today eBooks are one of the most popular categories on the iTunes app store. According to mobile analytics company Flurry, this category is so popular on the iPhone that it recently overtook even the extremely popular games category.

Joe Riehl, CEO of Metatron, stated, “i-Mobilize has contracted with several publishers to bring their catalogs to the iPhone and expects to have hundreds on sale in the coming months. Pending i-Mobilize releases currently under review by Apple include eBooks on health, personal finance, business and entertainment.”

Mr. Riehl added, “Our new eBook reader technology puts us on a level playing field with the major players like Stanza and Amazon. Because of our business model we can offer publishers better deals while maintaining increased profit margins as compared to our competitors. I-Mobilize’s new reader gives us a powerful competitive edge in building strong e-book market share.”

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.

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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