



## **METATRON INC.**

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### **i-Mobilize Launches the “appTune”**

*New iPhone Application Combines High Quality Music, Video and Social Interactivity to Create the Ultimate Digital Music Experience*

San Diego, CA - December 3, 2009 - Metatron Inc. (OTC Pink Sheets: MRNJ) today announced that its i-Mobilize subsidiary has created and released the first high quality, fully interactive music and video application for the iPhone called the “appTune.”

According to Forrester Research, the market for digital music downloads is expected to grow at a compound annual growth rate of 23% over the next five years, reaching \$4.8 billion in 2012. In response to this exploding market, i-Mobilize has made a bold move to claim the top spot on the bleeding edge of music technology with the creation of its new appTune.

Combining the highest definition audio available for download with video images synced to music and interactivity with Twitter, Facebook and MySpace, the appTune is poised to become the hottest new music product of Christmas 2009.

Digital music users often complain about the unavailability of high-quality mp3's on iTunes and other digital music portals. appTunes boast a format of 320kbps at 44.1 kHz which is more than double the quality of typical music downloads.



i-Mobilize has several appTune releases submitted to the iTunes store which it expects will be released by Christmas. Its future plans include releasing new Hi-Def appTune Videos and full albums by Spring 2010. It will also be available on Droid platform by the new year.

Joe Riehl, Metatron CEO, said, “This is a ground-breaking new product that we think will resonate with both the iTunes universe and the music industry in general. Both new and established bands are desperately seeking new ways to get their music and personalities to their fans, and the appTune now stands as the best digital source of multimedia interactive music content.”

### **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).

### **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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