

FOR IMMEDIATE RELEASE

codeMantra and GoSpoken Announce Partnership

(February 3, 2010, Plymouth Meeting, PA; London, UK) *codeMantra, LLC*, a publishing services and software provider and *GoSpoken*, a subsidiary of *Mobcast Services Ltd.* announced today that the two companies have signed a mutual reseller agreement. Under the terms of the agreement, *codeMantra* and *GoSpoken* will present a joint offering of both companies' services and software. The reseller agreement will serve as the foundation for an extended partnership and mutual support in the expanding global marketplace for eBooks and digital content.

Publishers signing with *GoSpoken* will now have access to quality conversion services provided by *codeMantra* with the option of adopting *collectionPoint*, *codeMantra's* warehouse platform for the management and fulfillment of eBooks and digital assets. *collectionPoint's* powerful fulfillment, workflow management and tracking services gives publishers full command over their digital assets and provides the ability to track their distribution across the broadest possible digital marketplace.

Reciprocally, *codeMantra's collectionPoint* customers who choose to contract with *GoSpoken* will now be able to make their assets available to the content provider's rapidly-expanding network of eBook and content stores. *GoSpoken* currently vends and fulfills consumer orders for an expanding array of app stores sponsored by telecom providers and mobile device manufacturers, including *Vodafone, T-Mobile, Planet 3, Orange, RIM (Blackberry), PlayNow, Nokia, Samsung* and *iPhone*. The company also provides 'white-label' mobile fulfillment services for *WH Smith*.

"*codeMantra* will play a significant role in bridging a gap for our global publishing clientele. The combination of quality conversion services and accessible software to help manage the workflow and delivery of converted digital files is something our customers have been asking for," said Stephen Crawford, Managing Director, *GoSpoken*.

codeMantra provides comprehensive conversion services with outputs to ePub, XML, uPDF and SGML, as well as many custom formats and mark-up. *collectionPoint™* is the company's DAM/DAD (digital asset management/digital asset distribution) platform. This *SaaS (Software as a Service)* hosted offering provides publishers with the capabilities to manage their production of eBook files through a browser-based interface and distribute them to any and all eBook retailers, aggregators or distributors.

"There is no question that the mobile market presents a huge upside for the eBook business. We are excited to be joining forces with a distributor such as *GoSpoken* who demonstrates the innovation and strategic leadership essential to succeed in this business," said Suresh Chakravarthy, CEO, *codeMantra*.

About GoSpoken

GoSpoken is the retail and distribution arm of *Mobcast Services Ltd.*, which was founded by Tony Lynch and best-selling author Andy McNab. *GoSpoken* utilizes the *Mobcast* platform and technology to deliver eBooks and digital Audio Books to the world's leading mobile phone carriers and device manufacturers as well as leading retailers serving the burgeoning market for mobile content. In the last 18 months, *Mobcast Services* has secured licensing and distribution agreements with the major international publishers in the UK, USA & Europe, and major organizations including *iPhone, BlackBerry, Nokia, Sony Ericsson, Samsung, Vodafone, Orange, Planet 3, T-Mobile and Verizon USA.*

GoSpoken.com gives instant access to thousands of the latest releases and bestselling eBooks and audio books from authors such as Dan Brown, James Patterson and Sophie Kinsella, available for instant download to mobile phones. The service is accessible via *GoSpoken.com* (Web & mobile Internet) or by texting SPOKEN to 60300 from the United Kingdom

GoSpoken is a UK company based in London.

Contact: Product demos, management interviews and additional industry research & statistics can be arranged - contact Jas Chana at *Mobcast* on +44 (0)20 7749 5155 or jas.chana@gospoken.com to arrange a feature.

About codeMantra

Based in Plymouth Meeting, PA, *codeMantra, LLC* brings a managed approach to digital publishing with people, process and technology. The company's reputation is built on quality conversion services and the introduction of processes and tools that enhance any digital workplace. *codeMantra's Universal PDF™* is widely embraced as the one format that meets the requirements for the dominant digital library offerings and "search-inside-the-book" vehicles. The company's *pubXML* is a flexible data model, or Document Type Definition (DTD), which can be readily configured to deliver all viable digital formats including ePub, Kindle (Amazon), mobiPocket, HTML, XHTML, PDF, BBeB (Sony), Palm, NFO (net library) and ASCII.

collectionPoint is the company's unique DAM/DAD offering of digital asset management, workflow and distribution capabilities built on file server technology. Through the use of *codeMantra's* tools and services, publishers are able to fully, efficiently and cost effectively manage their content from initial creation to final distribution.



codeMantra employs more than 700 technicians, application developers and project managers out of its production facilities in Chennai, India. The company's active customer list includes marquee publishing brands including *Pearson Education, Penguin U.K., McGraw-Hill, Oxford University Press, Elsevier Science, John Wiley & Sons, Cengage Learning, Simon & Schuster, Continuum International Publishing, New York University Press, University of North Carolina Press, Johns Hopkins University Press, University of Minnesota Press, Springer Publishing Company and Gibson Publishing Connections, among others.*

More about the company can be found online at www.codemantra.com.

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