

MULTIPLIED MEDIA AND V-ENABLE PARTNER TO PROVIDE LOCAL RESTAURANT SEARCH

Calgary and San Diego—September 21, 2009—Multiplied Media Corporation (TSX:V MMC), an award-winning, Calgary-based provider of mobile local search services, and V-Enable, Inc., a leader in local search and advertising solutions for mobile and internet, are pleased to announce an agreement to deliver local directory related content and listings for the restaurant section of Poynt, Multiplied Media's flagship mobile local search application.

“When designing the restaurant search for Poynt, we looked for a partner that could deliver high quality business listings with extensive coverage in the United States,” said Andrew Osis, CEO, Multiplied Media. “V-Enable provides both quality and coverage to satisfy our customer base and also provides us with listings that are contributing to revenue generation.”

“Providing accurate local data and relevant advertising to our partners is critical to our success as a company,” said Craig Hagopian, President, V-Enable. “Our extensive network of advertising and organic listings ensures Poynt's users receive the most comprehensive results to help make the best decision when searching for restaurants.”

V-Enable has partnered with multiple information and advertising providers to assemble one of the largest national local business listings and advertising networks offered through an automated turnkey platform that matches user inputs based on their search activity.

Poynt's new restaurant section adds to the already robust business, movie and people search offering, while maintaining its ease of use and outstanding graphical user interface. The section features enhanced restaurant listings and enables users to easily find nearby restaurants, read reviews and book dining reservations. To enhance the user's experience, icons are displayed when restaurant reviews or dining reservations are available for a restaurant listing.

Poynt is a free** application and is available for the BlackBerry® Pearl™ and BlackBerry® Curve™ series smartphones, as well as the BlackBerry® Bold™, BlackBerry® Storm™ and BlackBerry® Tour™ smartphones and takes advantage of capabilities including locates by GPS* and cell-site, click-to-call, click-to-map and click-to-browse-website. Poynt is available to BlackBerry smartphone owners in Canada, the United States, Germany and the United Kingdom. The latest version of Poynt is available for download on BlackBerry App World™ (www.blackberry.com/appworld) or by visiting <http://m.mypoynt.com> from your BlackBerry® Browser.

Poynt is also in development for the iPhone with a private beta scheduled for Q3 and a commercial release expected in Q4 this year.

*Requires a GPS-enabled BlackBerry smartphone.

** Wireless charges may apply. Please check with your wireless service provider.

About Multiplied Media Corporation

Multiplied Media (www.multiplied.com) has developed the award-winning application Poynt (www.mypoynt.com), the mobile local search service available over BlackBerry smartphones. Through agreements with directory and vertical content providers in Canada, the United States and Europe, Poynt simplifies finding and connecting with businesses, retailers and events wherever and whenever it is most convenient for the consumer. Headquartered in Calgary, AB, Canada, Multiplied Media trades on the TSX Venture Exchange under the symbol MMC.

About V-ENABLE, Inc.

V-ENABLE is a leading provider of local search solutions powered by our proprietary search and advertising technologies, which have been built from the ground up, and specifically designed for ease of deployment, maximum monetization and relevance of results. Through V-Enable's LocalAdXchange™ and extendable APIs publishers, developers and advertisers benefit from an end-to-end turnkey platform ideal for mobile, online and digital properties. Founded in 2001, V-ENABLE is headquartered in San Diego, CA. For more information, visit www.V-ENABLE.com

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