

MULTIPLIED MEDIA AND V-ENABLE PARTNER TO DELIVER POYNT2IT TO U.S. WIRELESS CARRIERS

Calgary and San Diego—November 18, 2009—Multiplied Media Corporation (TSX:V MMC), an award-winning provider of mobile local search services, and V-ENABLE, Inc., a leader in local search and advertising solutions for mobile and internet, today announced a partnership to create the feature-rich Poynt2It application for major U.S. wireless carriers.

Poynt2It is a local search application for mobile feature phones based on Multiplied Media's flagship all-in-one local search application Poynt, enjoyed by over 1.3 million BlackBerry® smartphone owners. The Poynt2It application will be available to many feature phone users allowing them to discover and connect with local businesses, retailers and movies. Feature phones, which are phones that have elements, but not the full connectivity, of smartphones, accounted for an astounding 72 percent of new handset sales in the U.S. in the second quarter of 2009, according to a new report by NPD¹.

“Poynt2It combines the core competencies of both V-ENABLE and Multiplied Media to create what we think will be the best local search application available to feature phone consumers today,” said Craig Hagopian, President of V-ENABLE. “The new application will blend the best of Multiplied Media's elegant user interface designs with our advertising and content feeds.”

The new Poynt2It application will act as a personal assistant by letting consumers find businesses, people, theaters and restaurants through an all in one application on the feature phone. As with the current Poynt application, once the desired result is found the user can interact with the local business, retailer or movie by utilizing the click-to-call, click-to-map and click-to-browse-website features.

“V-ENABLE has been a great partner for us and we are now taking it to the next level,” said Andrew Osis, CEO, Multiplied Media. “Poynt2It will not only change the way people discover the area around them, but it will give them the power to take action on the results. Whether at home or travelling, users can book restaurant reservations, buy movie tickets or map the location to the nearest coffee shop just to name a few of the capabilities.”

¹ Feature Phones Comprise Overwhelming Majority of Mobile Phone Sales in Q2 2009
http://www.npd.com/press/releases/press_090819.html

About Multiplied Media Corporation

Multiplied Media (www.multiplied.com) has developed the award-winning application Poynt (www.poynt.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

Forward-looking statements

This news release and related disclosure contains forward-looking statements relating to the proposed development of "Poynt2It" a mobile local search product for feature phones and other statements that are not historical facts, including statements regarding the potential audience of feature phone users and features of the application. Such forward-looking statements are subject to important risks, uncertainties and assumptions. The results or events predicated in these forward-looking statements may differ materially from actual results or events. As a result, you are cautioned not to place undue reliance on these forward-looking statements.

These forward-looking statements are based on certain key assumptions regarding, among other things: the ability of the Company to develop the feature phone application and market interest in the new product. Material risk factors that could cause actual results to differ materially from the forward-looking information include, but are not limited to: risks that the technology cannot be developed as anticipated or that the technology will function as expected, risks that adoption of the technology will be less than anticipated; the deteriorating economic and market conditions that could lead to reduced spending on information technology products; competition in our target markets; potential capital needs; management of future growth and expansion; the development, implementation and execution of the Company's strategic vision; risk of third-party claims of infringement; protection of proprietary information; customer acceptance of the Company's existing and newly introduced products and fee structures; and the success of the Company's brand development efforts; risks associated with strategic alliances; reliance on distribution channels; product concentration; need to develop new and enhanced products; potential product defects; our ability to hire and retain qualified employees and key management personnel; and risks associated with changes in domestic and international market conditions and the entry into and development of new for the Company's products.

The forward-looking statements contained in this press release are made as of the date of this press release. Except as required by law, the Company disclaims any intention and assumes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.

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For further information, please contact:

Anders Steele
FortyThree PR, Inc for Multiplied Media Corporation
831-401-3175
poynt(at)fortythreep.com

Craig Hagopian
President
V-Enable, Inc.
858-598-3626
craig.hagopian(at)v-enable.com