

PRESS RELEASE

MindMatics to power interactive Mobile Voting for the upcoming Reality TV Show: The Industry

Teen Reality Music TV Series Selects MindMatics for Its Ability to Manage Substantial Viewer Voting

Los Angeles, January 12, 2009 – MindMatics, a global leader in the development and implementation of mobile services, announced its partnership with Real Reelz Productions to manage the promotional sweepstakes and mobile marketing campaigns for its highly anticipated reality TV show “The Industry.” The Industry, which will air nationwide on syndicated stations beginning January 19th, and follows the launch of a new record label – Junior Records – founded by teen brothers, Josh Welch and JB Welch, who are in search of the next star talent.

In addition to the nail-biting suspense of watching potential hopefuls as they vie for the grand prize – a recording contract with Junior Records – viewers will have another reason to tune in every week. Each week, fans will have a chance to vote on show-related questions posed by The Welch Brothers from their mobile phone. In anticipation of the high volume of responses, Real Reelz Productions selected MindMatics, which boasts a processing capacity of several thousand incoming messages per second, to accurately and efficiently process the incoming votes.

“The Industry is one of the most highly-anticipated shows in its genre. We wanted to give viewers the opportunity to experience the dream by providing interactive elements that relate to the show,” commented Dallas Tanner, Co-Creator/Director and Executive Producer of The Industry, and furthermore remarked that “based on MindMatics’ impressive track-record and demonstrated mobile marketing capabilities, we know that its team has the experience and technological know-how to handle the fast-paced, interactive portion of the show.”

“We are thrilled and honored to work with Real Reelz Productions,” said Kai Buehler, General Manager of MindMatics. “Interactive voting elements have become an integral



part for television viewers and MindMatics is delighted to offer fans of The Industry a unique way to get involved with the show. MindMatics is looking forward to contributing to The Industry's launch and future success."

Real Reelz Production's "The Industry" will begin airing on January 19th. For more information, visit <http://www.theindustrytvshow.com>.

About MindMatics LLC:

MindMatics is a global leader in the development and implementation of mobile services and it-applications. As a full-service mobile solutions partner, MindMatics helps brands, TV stations, major studios and content providers successfully interact with the "Generation M" through various technologies in order to generate revenues, billings and realize new marketing potential. Clients include ABC, TBS, CBS, CW, Disney, MTV, NBC Universal, Pro7, Sony Pictures, New Line Cinema and Endemol. MindMatics currently employs a staff of 140 and has offices in Los Angeles, New York, Munich, Cologne, Vienna and London.

About The Producers:

The Industry was co-produced, along with Real Reelz Productions, Maverick Entertainment and Sports Network, LLC, Lightworks Program Distribution and Hollywood "teen" hit movies makers Jeff Rice, Michael Becker and Mark Rogan.

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