



PRESS RELEASE

For Immediate Release

Date: 8 August 2012.

LM Radio the station for Happy Listening is now trialling on MobileTV's, Digital Multimedia Broadcasting (DMB), from the Sentech tower in Brixton.

T & W Management Pty Ltd the owner of LM Radio, and; Mobile TV Pty Ltd signed a memorandum of understanding on 17 July 2012 whereby the LM Radio programmes will be carried on the Korean developed Digital Multimedia Broadcasting (DMB) platform operated by Mobile TV.

In terms of the MOU, which was signed by Chris Turner managing director of T&W and Mothobi Mutloatse chairman of Mobile TV, LM Radio will be one of the anchor radio stations on the new mobile digital platform.

LM Radio is a music led radio station which provides programming particularly targeting the mature listener aged 40 years and over. LM Radio which broadcasts in the style and spirit of the much loved former LM Radio has been broadcasting on FM in Mozambique and on Free to Air satellite and Internet streaming since December 2009. The station has a local Mozambique peak daily listenership in excess of 75,000 and an estimated 15,000 listeners on satellite and Internet throughout Southern Africa.

South African based LM Radio fans, earlier this year, organised a petition, requesting LM Radio to obtain a licence to broadcast in South Africa.

Mothobi Mutloatse said "this agreement between LM Radio and MobileTV ensures that this new DMB service has compelling content of a high quality music mix which

is sorely missing in current programming in South Africa.” he went on to say “the mature age group is at long last catered for by LM Radio”.

Eric Nhlapo a director of LM Radio and general manager of South African operations said “the presence of LM Radio on the MobileTV DMB digital broadcasting platform means that LM Radio’s listeners all over South Africa will be able to listen to their favourite Happy Music station while on the go.”

Chris Turner, CEO and founder of the new LM Radio in announcing the signing of the agreement said that “my dream in launching LM Radio 3 years ago was to serve the mature generation of people all over Southern Africa with music and entertainment appropriate to their needs and tastes.” He went on to say that “LM Radio has attracted a significant audience on free to air satellite and Internet streaming throughout the region as well as an audience in excess of 6% of the total radio listenership on FM in Mozambique’s capital city, Maputo. This collaboration with MobileTV means that the LM Radio fans throughout South Africa will be able to enjoy the station’s programming 24 hours a day, wherever they are, be it at home, at work or whilst in their cars.”

Mobile TV is currently operating in Gauteng on a test licence. Once a permanent licence has been awarded by ICASA, MobileTV will provide television, visual radio and interactive services through digital mobile devices countrywide.

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