



mootermedia

Mooter Media Limited (ASX: MMZ – OTCQX: MOTMY)

ABN 26 059 081 293

Wednesday, November 23, 2011

Mooter Media announces Board appointments

*Mooter Media Limited is pleased to advise of the appointment of **Mr Trent Blacket** as a Director of the Company and both **Lord Anthony St John**, 22nd Baron St John of Bletso, and **Mr Robert Moore** as Directors of Mooter's Executive Advisory Board.*

Mr Trent Blacket

Mr. Blacket is the Managing Director of ROAR Asia Pacific.

ROAR Asia Pacific is a corporate advisory firm based in Beverly Hills, California, specializing in advising family wealth offices, high net worth private investors, private and public companies on transactional (legal and financial) and market growth strategies regarding cross border deals between Australia, America and Asia. Current and former corporate clients include Donna Karan's Urban Zen, Village Roadshow, Nine Network, Lowy Family Group, the Government of Western Australia (USA Office), Michael Hutchence Trust and FarWest Entertainment HK.

ROAR, the parent company, is a high-profile talent, brand and high net worth management company based in Beverly Hills, California with offices in Nashville, Atlanta, and New York. In addition to their corporate/transactional focus, ROAR manages prominent LA-based Australian talent including Chris and Liam Hemsworth, Julian McMahon, Matt Passmore, Joe Hachem and others.

An Australian citizen and graduate in Law and Jurisprudence from Monash University, Trent serves as Of Counsel to Melbourne-based TCA Lawyers and is a Founding Advisory Board member of Westpac Bank's Alpha business/Sports and Entertainment division. Trent is based in Beverly Hills, where he also serves as Chairman of Advance Los Angeles, the Australian Government and industry-supported organization connecting over one million Australians living overseas.

Lord Anthony St John – 22nd Baron St John of Bletso

Lord St John, 21st Baron of Bletso, has been an independent member of the House of Lords since 1978.

Lord St John is currently a member of the House of Lords Communications Select Committee as well as the Information Committee and was appointed an Extra Lord in Waiting to HM The Queen in 1998. His parliamentary interests include Information Technology, Financial Services, Environmental Protection and African Affairs.

He serves as a Director and Advisor to several UK Listed and Unlisted companies and worked as a Consultant to Merrill Lynch, formerly Smith New Court PLC, from 1991 to 2008. After working with Shell in South Africa, he was an oil analyst and later a specialist in oil and mining stocks. Throughout Lord St John's business interests, his expertise has focused primarily on corporate governance, financial restructuring and corporate finance. He is currently Chairman and Trustee of nine charities.

A qualified solicitor, Lord St John holds a Bachelor of Arts and Psychology (BA BSocSc) from the University of Cape Town together with a both Bachelor of Law (BProc) from the University of South Africa and a Master of Law (LLM) from London University.

Mr Robert Moore

Mr Moore serves as the First Vice President of Merrill Lynch's New York-based International Wealth Management and Investment arm.

A 1983 graduate of the Whittemore School of Business and Economics at the University of New Hampshire with a degree in Business Administration and a concentration in International Finance, Robert began his career as an Investment Advisor in 1987 with PaineWebber in their Private Client Group in Connecticut. Robert then moved to Bermuda in 1993, having been recruited by the Bank of Bermuda to work as an Investment Advisor in the Bank's International Securities Division. He was subsequently promoted to be the Senior Investment Advisor of the Private Banking Division at the Bank of Bermuda, working with the Bank's Ultra High Net Worth client base.

Robert joined the International Private Client Group of Merrill Lynch in 1996, specializing in catering to the needs of clients domiciled in Bermuda, Australia, New Zealand, Great Britain, Ireland and the Bahamas, leading to his current role heading up that group's New York operations.

Robert resides in Manhattan, and is a dual citizen of Australia and the United States. He serves on the boards of the American Australian Association of New York City, Friends of the Australian National Gallery and the International Yacht Restoration School.

About Mooter Media Limited

Mooter Media (ASX:MMZ – OTCQX:MOTMY) is a developer and provider of digital media solutions. The Company offers unique solutions in online marketing, including the Mooter adVantage contextual advertising platform and generates significant on-line advertising revenue through its wholly owned subsidiary, Project Search Pty Ltd.

Mooter is a joint venture partner with Hot Shot Media Group (HSM), the developer of a novel photo-focused networking, social gaming and contest platform incorporating revolutionary social photography concepts and allowing users to have fun with their memories. (see www.hotshotmedia.com); and Woophy, a geo-targeted online photo community (see www.woophy.com).

Mooter Media has an interest in Entellect Limited (ASX:ESN), a developer of educational software, and is also a joint venture partner with ESN and HSM in Knowledge Nation, a global coordinator of educational games initiatives that are fun, compelling and desirable to children and designed to improve acquisition and retention of curriculum objectives. These products are used at home by students beyond formal school hours. (See www.entellecsolutions.com)

Mooter is listed on the ASX as its home exchange and trades in the United States on OTCQX at a 1:200 ratio to the ordinary, fully paid, shares listed on the ASX. Mooter has its offices in Sydney and representative offices in Singapore and San Francisco.

For further information, please contact:

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