



PRESS RELEASE

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Brown Printing Launches New Mobile Solutions

Waseca, MN – Brown Printing Company announced today the launch of B.Mobile. The new service transforms traditional print advertising into an interactive, multi-media experience. Utilizing 2D mobile barcodes, B.Mobile turns mobile phone cameras into barcode scanners allowing consumers instant access to real-time product or service information, downloadable content, and mobile commerce transactions.

B.Mobile integrates products from Brown's sister company Prinovis and NeoMedia Inc. to provide a total solution package. B.Mobile provides the ability to optimize websites for the mobile phone display, adaptation of content for mobile internet, and statistical reporting on scanning activity. Code management tools provide the ability to change and update content linked to barcodes at any time, so printed pieces become interactive and dynamic. The mobile barcodes provide a reliable response tracking mechanism that helps measure success and allow campaigns to be adapted in real-time.

"B.Mobile's tool kit makes executing barcode activities easy and intuitive, allowing magazines and catalogs to run smarter, more successful marketing programs," explained Mark Treat, Chief Information Officer for Brown Printing Company. "This technology allows consumers to engage with barcodes on their own terms. The self selection yields interested and motivated prospects."

About Brown Printing Company

Brown Printing Company proudly serves America's premier magazine publishers and catalogers with premedia, printing, distribution and value-added solutions. Founded in 1957, Brown is a proven industry leader printing more than 900 titles for over 450 clients.

A Bertelsmann/Gruner + Jahr owned company, Brown's proven stability, world class quality, state of the art technology and superior customer service make Brown Printing the right partner for your printing needs.

For more information about Brown Printing Company, please visit our website at www.bpc.com.

About Prinovis

Prinovis was born in 2005 from the merger of all German gravure operations of the three companies Gruner + Jahr, Axel Springer and arvato. The company provides its customers with custom solutions for their individual print- and communication-related needs and wishes, specializing in 2D code-based applications for Mobile tagging and Mobile Couponing.

About Neomedia

NeoMedia Technologies, Inc. (OTC BB: NEOM) is the global leader in mobile barcode scanning solutions. Our technology allows mobile devices with cameras to read 1D and 2D barcodes and provide “one click” access to mobile content. Combining this technology with advanced analytics and reporting capabilities revolutionizes the way advertisers market to mobile consumers.

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