

Mooter Media Limited (ASX: MMZ - OTCQX: MOTMY)
ABN 26 059 081 293

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Victoria's Secret Angel Erin Heatherton joins Shutterbug Millionaire judging team

Mooter Media Limited (ASX:MMZ OTCQX:MOTMY) is pleased to announce that American supermodel and Victoria's Secret 'Angel' Erin Heatherton will serve as a Season 1 judge for Shutterbug Millionaire. As part of the association, the Global Poverty Project – of which Erin is a major advocate and supporter – will feature as a major component of Shutterbug Millionaire's extensive social cause integration.



Erin has been a regular feature on Victoria's Secret runways since 2008, as well as gracing the headlines for such names as Diane von Fürstenberg, Dolce and Gabbana, Marc Jacobs, Moschino and Oscar de la Renta. Erin's modelling career is said to have blossomed on South Beach, Florida, while on a 2006 trip to Miami as a teenager, appearing later that year in her major runway premiere at a Diane von Fürstenberg show in New York.

Erin has appeared on the covers of a wide range of fashion magazines, including *Vogue*, *Marie Claire*, *Grazia* and *Velvet*, and has been captured by many of the world's leading photographers, including SBM lead judge and iconic fashion photographer, Russell James. Last month, Erin joined with fellow Victoria's Secret Angels Adriana Lima (who recently announced she is expecting her second child) and Candice Swanepoel to showcase VS's new 'Very Sexy Collection'.

Speaking of her involvement in Shutterbug Millionaire, Erin remarked:

I'm so happy to join with Russell James and my other fellow judges in the search for a Million Dollar Photo with the capacity to bring hope and unity in the midst of all that can divide us. Shutterbug Millionaire is an amazing social experiment that I can't wait to be a part of – I'm grateful to the Hot Shot team and their major sponsors for allowing me to be involved and to spread the message of the Global Poverty Project. I'd love your support in what is going to be a tremendously fun journey!"

Mooter/Hot Shot project CEO Chris Jermyn concluded:

"Photography has the ability to instantly open our eyes to diverse perspectives that encompass every facet of our humanity, from pain to joy; from fear to love and from turmoil to strength – whether at our doorstep or on the other side of the world. Erin shares our belief in the incredible strength of photography to effect social change and empower generations through the uniting power of imagery across social and cultural divides. We look forward to Erin's involvement as a key part of Shutterbug Millionaire, alongside our lead judge Russell James, SBM's celebrity judging team and the Global Poverty Project."

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.entellect.com.au and www.knowledgenation.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.

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