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NOTIFICATION OF BOARD MEETING

The board of directors (the "Board") of MOBI Development Co., Ltd. (the "Company") announces that a meeting of the Board will be held on Tuesday, 28 August 2012 at 11:00am at MOBI Building, 7 Langshan First Road, Science and Technology Park, Nanshan District, Shenzhen, Guangdong Province, PRC at which the Board will, *inter alia*, approve the unaudited interim results of the Company and its subsidiaries for the six months ended 30 June 2012 for publication and consider the payment of an interim dividend, if any.

By order of the Board
MOBI Development Co., Ltd.
Hu Xiang
Chairman

Hong Kong, 8 August 2012

As at the date of this announcement, the executive directors of the Company are Mr. Hu Xiang and Mr. Shao Zhiguo; the non-executive directors are Mr. Qu Deqian, Mr. Lai Yongxiang, Mr. Yan Andrew Y. and Mr. Yang Dong; and the independent non-executive directors are Mr. Li Tianshu, Mr. Zhang Han and Mr. Bao Fan.