

M&O CLIENT QMCODES TO POWER GROUNDBREAKING MOBILE ADVERTISING CAMPAIGN FOR PUBLISHING GIANT HARPERCOLLINS

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M&O client QMCODES PTY. LTD., parent company of QMCODES (USA) INC., announced today a first of its kind mobile advertising campaign with publishing leader HarperCollins. The recently announced deal highlights mobile commerce innovation from Australian companies on the world stage. For a link to HarperCollins' full press release, please view <http://www.harpercollins.com/footer/release.aspx?id=802>.

So what are QMCODES? How does this new mobile advertising technology work? Owners of Internet accessible (smart) mobile phones will be able to download the QMCODE proprietary "reader" program for their mobile phone and then use the "reader" program to take a picture of the "smart code" (think of a square shaped bar code). Once the user has taken the picture of the "smart code," QMCODES' innovative software will direct the mobile phone's Internet browser to the assigned World Wide Web address. This allows the mobile user instantaneous information about the product without the constant hassles of searching for the information themselves on their mobile phones.

Susan Katz, President and Publisher of HarperCollins Children's Books, believes QMCODES' software will make quite an impact in the teen market.¹ "Teenagers use their mobile phones for everything from texting to updating their Facebook pages; this is one more way we can offer them content to share with their friends."² QMCODES CEO Antony McGregor Dey envisions QMCODES encompassing all demographics. "QMCODES isn't just trying to reach teenage girls. We're going to reach people of all ages through printed media."³ QMCODES may already have done that as HarperCollins' campaign includes Freakonomics, authored by rising star economist Professor Steven Levitt of the University of Chicago, whose book most likely appeals to an older, less hip crowd. Hopefully, they are just as tech savvy.

M&O attorneys Charles F. McCormick and Raji Kochhar are providing U.S. legal advice to QMCODES with support from M&O paralegals Johanne Villalona and Raymond McAuliffe and M&O law clerk David Horton.

For a related USA Today article detailing the use and development of 2D bar codes in mobile advertising, please see http://www.usatoday.com/life/books/news/2009-06-17-teens-mobile-devices_N.htm.

About QMCODES

QMCODES, based in Melbourne, Australia, is dedicated to forging a new path in mobile marketing and advertisement by streamlining offline information to mobile phones in the palm of your hand. The founders, directors and advisory board of QMCODES bring over 80 combined years of mobile experience, innovation, leadership and passion to the mobile advertisement industry. For more information, please see www.qmcodes.com.

About McCormick & O'Brien, LLP

McCormick & O'Brien, LLP, is a New York City-based law firm whose professionals are dedicated to providing the highest quality legal services to our clients. Our lawyers provide practical business solutions to our clients' most complex, mission-critical legal problems. Our professionals combine top law school credentials and large law firm experience with an entrepreneurial spirit and common sense. Our partners and senior attorneys are actively involved in all client matters, giving our clients direct access to a wealth of sophisticated experience.

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¹ Erin Crum, *HarperCollins Publishers Announces Mobile Marketing Pilot Program: 2D Barcodes on L.A. Candy, Freakonomics and The Amanda Project* <<http://www.harpercollins.com/footer/release.aspx?id=802>> (June 10, 2009).

² *Id.*

³ Interview with Antony McGregor Dey, CEO QMCODES, (June 11, 2009).