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PR-Franchise, Inc. - Public Relations Firm

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Immediate Media Release

**mBeat Media, Inc. Partners w/ Celebrity Fashion Photographer Leo Marshall
For "The Powershoot" to NYC & Official Launch of URBMOB.com**

ATLANTA, GA - MARCH 18, 2008. mBeat Media, Inc. ("mBeat"), the parent company of URBMOB.com, is pleased to announce that it has partnered with celebrity fashion photographer, **Leo Marshall** to bring "The Powershoot" Multi-City Tour to New York City to promote the launch of Urbmob.com.

URBMOB.com is a tool for emerging recording artists and models that enables the direct distribution of ringtones and wallpapers to the mobile phones of fans. Urbmob.com is built around a social network where promoters, managers and fans can interact directly with emerging recording artists and models. **The leading recording artists and models on Urbmob.com share in the revenue of the site, in the form of cash and marketing rewards.**

The success of this campaign comes with the selection of **well-known photographer, Leo Marshall of Atlanta** whose sample list of clientele include: **Actors & Athletes** - Boris Kodjo, Serena Williams | **Recording Artists** - Ciara, Monica, Ludacris, J. Holiday, Jazze Pha, T.I., Young Joc | **Record Companies** - Arista, Capitol, Sony, Warner Bros, Universal, Zomba | **Magazines** - Rolling Stone, King, XXL, Vibe | **Calendars** - Ethnicity Models, "BET Hostess" Melyssa Ford, "Playboy Playmate" Vida Guerra and "XXL Eye Candy of the Year" Angel Lola Luv!

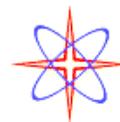
With the recent and overwhelming success of "The Powershoot" in Atlanta and Miami, the next stop on the multi-city tour is the Big Apple! At "The Powershoot" Leo Marshall will be searching for the next Face of Urbmob to join exclusive models Tomika Skanes, Coco, Buffie the Body, Angel Lolo Luv and emerging superstar Jessikah Maximus. Top models will be chosen from images submitted to the entertainment partnership & marketing sponsor, MyModelTalk.com (an online resource for major talent agencies, casting companies and fashion professionals), and from model profiles uploaded to Urbmob.com. All models selected will be invited to meet Leo Marshall and key staff of mBeat at **"The Powershoot" Party** being held at the illustrious LQ nightclub on Thursday, March 27th courtesy of party producer in charge, Joe Jaxson. This party will be open to the public for a chance to meet and socialize with the next top models in NYC and some of the entertainment industry's finest trendsetters invited by the following partnership companies well-respected in the business: **Leo Marshall Photography, Rahiem Shabazz of Rasha Entertainment, AllTheParties.com and PR Firm, PR-Franchise, Inc.**

WHEN: Thursday, March 27th, 2008 @ 10pm

WHERE: LQ Nightclub @ 511 Lexington Ave New York, N.Y. 10017

"The Powershoot" is an on-going series, which gives the best models the opportunity to become the Face of URBMOB.com and launch their careers into the global modeling and fashion arena. In recognition of the visual arts connoisseur's profound impact on photography, Leo Marshall's "The Powershoot" in New York is inviting successful models, top fashion industry insiders, models agents, agency owners, magazine editors, make up artists and casting directors, to witness the excitement with the media, friends, supporting fans and celebrities during this extravagant affair.

For media interviews or sponsorship opportunities contact: CEO, Toni-Mateo of PR-Franchise, Inc. (e) toni.mateo@pr-franchise.com. Interested models contact: Mike Mckoy of MyModelTalk.com, 770-755-5372, (e) thepowershoot@jobs.mymodeltalk.com. Recording artists, management, and music label companies interested contact Robert Delamar, GM of URBMOB (e) rdelamar@mbeat.com.



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ABOUT LEO MARSHALL

Leo Marshall was raised in California and attended San Diego State University. He was a signed model to Elite Model Management, which is one of the top modeling agencies in the country. He started modeling in 1994 and moved to Atlanta to continue his modeling career and soon became one the most accomplished celebrity fashion photographers inside the fashion & entertainment industries. For more information on Leo Marshall, please visit www.myspace.com/leommarshall or www.leommarshallphotography.com. **Photos Enclosed ***

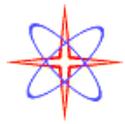
ABOUT MBEAT MEDIA, INC.

mBeat Media, Inc. is the parent company of Urbmob.com and Urbmob Records. Urbmob.com is a tool for emerging recording artists and models to reach the massive mobile market. Urbmob Records is a leading distributor of mobile music and other digital content. Recent mBeat releases have included Joe Budden's Mood Muzik 3: The Album (in partnership with Amalgam Entertainment, LLC). In addition, mBeat is the exclusive mobile wallpaper distributor of the leading urban supermodels, including Tomika Skanes, Coco, Buffie the Body, Angel Lolo Luv and emerging superstar Jessikah Maximus. For more information on mBeat Media, Inc. please visit: www.urbmob.com/corporate

PR-Franchise, Inc. is a private based PR Firm specializing in public relations and media management of high-end programs produced by clientele across the globe related to special projects inside the business of corporate entertainment. Our PR Firm provides PR representation in charge of overall public relations activities and programs. The programs normally include media relations, community relations, corporate communications and strategic planning w/ special events. CEO & PR Executive Coordinator: Toni-Mateo* #516.298.3633

(*) For more information including: media inquiries, investors, sponsorships, business engagements, or electronic press kits (EPKs) of clientele contact our main office or go online to our official website @ www.PR-Franchise.com. Media Profile @ www.myspace.com/ceotonimateo

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**** PROFESSIONAL PHOTOS ****

