

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)
of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): October 14, 2009

MANDALAY MEDIA, INC.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction
of incorporation)

00-10039
(Commission File Number)

22-2267658
(IRS Employer
Identification No.)

2121 Avenue of the Stars, Suite 2550
Los Angeles, CA 90067
(Address of principal executive offices and zip code)

Registrant's telephone number, including area code: (310) 601-2500

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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ITEM 5.02 DEPARTURE OF DIRECTORS OR CERTAIN OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF CERTAIN OFFICERS; COMPENSATORY ARRANGEMENTS OF CERTAIN OFFICERS.

Effective October 14, 2009, the Board of Directors (the "Board") of Mandalay Media, Inc. (the "Company") appointed Kevin McCurdy as a member of the Board.

There are no arrangements or understandings between Mr. McCurdy and any other person pursuant to which he was appointed as a director of the Company. Mr. McCurdy has not previously held any positions in the Company, and does not have family relations with any directors or executive officers of the Company. There are no transactions to which the Company is a party and in which Mr. McCurdy has a material interest that are required to be disclosed under Item 404(a), as modified by Item 404(d)(1) of Regulation S-K.

Mr. McCurdy will be entitled to participate in any director compensation arrangements for independent directors of the Company, as such arrangements may be adopted in the future by the Company.

ITEM 8.01 OTHER EVENTS.

On October 20, 2009, the Company issued a press release announcing the appointment of Mr. McCurdy to the Board, a copy of which is attached hereto as Exhibit 99.1 and incorporated herein by reference.

ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated October 20, 2009.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

MANDALAY MEDIA, INC.

Dated: October 20, 2009

By: /s/ James Lefkowitz
James Lefkowitz
President

**MANDALAY MEDIA, INC. APPOINTS MOBILE GAMING VETERAN
TO BOARD OF DIRECTORS**

LOS ANGELES – October 20, 2009 – Mandalay Media, Inc. (OTC Bulletin Board: MNDL) announced today that it has appointed Keith McCurdy to the board of directors, effective October 14, 2009. Mr. McCurdy is a long-time veteran and leader in the mobile gaming industry.

During a 10-year career at Electronic Arts (EA), a leading interactive entertainment software company, Mr. McCurdy held several senior positions including Vice President of Product Development, Vice President of Technology, and Vice President of Online. He founded EA's Online Division, leading the company's strategy and technology effort onto the Internet. As Vice President of Technology for World Wide Studios, he was a member of the Office of the President where he played a key role in the company's M&A efforts, strategic relationships, and platform transition strategies.

Mr. McCurdy is currently CEO and Co-Founder of Vivaty, a web platform and online service for highly immersive, personalized, and easy-to-use 3D virtual worlds easily accessed in the web browser and integrated with existing web communities and content. His 20-year career also includes previously serving as CEO of Blaze Entertainment, where he built the company into a global mobile publisher, distributing mobile games on 100 carriers worldwide. Mr. McCurdy is a board member of Majesco Entertainment (NASDAQ:COOL).

“We look forward to Keith being an active voice on our board in a time of enormous innovation and change in the mobile gaming industry,” stated Peter Guber, Mandalay Co-Chairman. “His hands-on experience as a CEO, entrepreneur and board member make him a great fit for our company as we navigate through our current growth phase.”

About Mandalay Media, Inc.:

Managed by leading media and technology industry executives, MNDL's mission is to build a unique combination of new media distribution and content companies through acquisitions with domestic and foreign businesses with strong management teams and historical financial performance. Through its wholly-owned subsidiary Twistbox Entertainment, Inc. (“Twistbox”), MNDL is a leading global producer and publisher of mobile entertainment. Twistbox has exclusive licenses with industry-leading brands, direct distribution with more than 120 wireless operators in over 45 countries and provides an extensive portfolio of award-winning games, WAP sites and mobile TV channels. Its wholly-owned subsidiary AMV Holding Limited is a European leader in direct-to-consumer mobile Internet content and services.

For more information, please visit www.mandalaymediainc.com or www.twistbox.com.

Safe Harbor: This press release contains forward-looking statements about MNDL within the meaning of the Private Securities Litigation Reform Act of 1995. Statements including words such as "estimate", "expect", "anticipate" or "believe" and statements in the future tense are forward-looking statements. These forward-looking statements are subject to risks and uncertainties that could cause actual events or actual future results to differ materially from the expectations set forth in the forward-looking statements. Some of the factors which could cause t MNDL's results to differ materially from the expectations include the following: consumer demand for the MNDL's products; consumer spending trends; fluctuations in the currencies of the countries in which MNDL operates against the US dollar; timely development and release of MNDL's products; competition in the industry; the MNDL's ability to manage expenses; MNDL's ability to manage and sufficiently integrate acquisitions of other companies; adverse changes in the securities markets; and other factors described in our filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the fiscal year ended March 31, 2009. MNDL does not undertake, and specifically disclaim any obligation, to release publicly the results of any revisions that may be made to any forward-looking statements to reflect the occurrence of anticipated or unanticipated events or circumstances after the date of such statements.
