

PROXY

AUGME TECHNOLOGIES, INC.

**This proxy is solicited on behalf of the Board of Directors
for the Annual Meeting on November 1, 2011**

This proxy will be voted as specified by the stockholder. If no specification is made, all shares will be voted "FOR" the approval of the three proposals set forth in the Proxy Statement.

The stockholder(s) represented herein appoint(s) Paul R. Arena and/or Ivan Braiker proxy with the power of substitution to vote all shares of Common Stock entitled to be voted by said stockholder(s) at the Annual Meeting of the Stockholders of Augme Technologies, Inc. to be held at the NYC Seminar and Conference Center, Masonic Hall Building, 71 West 23rd Street, Lower Level, New York, New York 10010, on November 1, 2011 at 10:00 a.m. local time, and in any adjournment or postponement thereof as specified in this proxy.

PROPOSAL 1-ELECTION OF DIRECTORS

Class I Director

Ivan Braiker FOR AGAINST ABSTAIN

**PROPOSAL 2-APPROVAL OF THE AMENDMENT TO THE AUGME TECHNOLOGIES, INC. 2010
INCENTIVE STOCK OPTION PLAN**

FOR AGAINST ABSTAIN

**PROPOSAL 3-RATIFICATION AND APPROVAL OF THE AMENDMENT TO THE AMENDED AND
RESTATED CERTIFICATE OF INCORPORATION INCREASING THE NUMBER OF AUTHORIZED
SHARES OF COMMON STOCK TO 250,000,000**

FOR AGAINST ABSTAIN

**PROPOSAL 4- APPROVAL OF THE AMENDMENT TO THE AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION ELIMINATING THE STAGGERED BOARD REQUIREMENT**

FOR AGAINST ABSTAIN

Please mark, date and sign your proxy card and mail it in the enclosed envelope as soon as possible.

**In their discretion, proxies are entitled to vote upon such other matters as may properly come before the
meeting, or any adjournment thereof.**

Signature _____ Date _____

Signature _____ Date _____

**Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting To Be Held on
November 1, 2011: The Company's Proxy Statement and Annual Report on Form 10-K for the fiscal
year ended February 28, 2011 are available electronically at <http://www.mtrco.com>.**