

Mobile Advertising Pioneer Smaato Closes \$3.5M Financing Round

San Mateo, California - January 18, 2008 – Smaato, a pioneering provider of mobile advertising platform technology announced that it has closed a \$ 3.5 million financing round. Smaato was successful in attracting prominent smart angel investors from international media, advertising, mobile and the financial community. Silicon Valley based legal firm Wilson Sonsini Goodrich & Rosati advised on the funding and participated with an investment.

“We are convinced Smaato is at the fore front of this new marketing opportunity. Mobile advertising will be in hyper growth mode for the coming years and we believe Smaato is one of the leading pioneers in this field with an experienced management team and an excellent track record in the recent past. We will be actively supporting Smaato to position the company as a leader in the mobile advertising space,” stated Uwe R. Feuersenger, CEO of aeris CAPITAL who also participated in this financing round.

Smaato’s mobile advertising platform SOMA™ gets increased demand from ad-sales networks, developers and mobile operators. Smaato delivers groundbreaking ways to connect new generation software applications for mobile devices with targeted advertising. Recently, Smaato announced the new version of their mobile ad-server platform SOMA™ (Smaato Open Mobile Advertising) that supports mobile Web and WAP advertising delivery.

“Since founding Smaato we are experiencing a growing interest in targeted mobile advertising. With Smaato we are at the forefront for developing innovative advertising solutions to reach the mobile consumer. With the support of our international investors and our advisory board of experienced and globally connected individuals, we will continue to expand our reach within the industry on a global scale”, commented Ragnar Kruse, Co-Founder and CEO of Smaato Inc.

The SOMA™ open architecture platform delivers advertising across all leading mobile operating systems, including JAVA, Symbian, Windows Mobile and Palm OS, as well as on mobile web pages. Smaato is partnering with ad-sales networks worldwide to provide access to mobile inventory on the most personal device with enhanced targeting features for relevant advertising. Partners include: Adconion Media Group (a ComScore Top 20 worldwide ad-sales network) and leading US-mobile ad-sales network Third Screen Media (now part of AOL’s Advertising.com business unit).

Smaato will be exhibiting at the upcoming Mobile World Congress (3GSM) in Barcelona, Spain, February 11 - 14 in Hall 2 at booth 2B104. Smaato’s CMO will be speaking at Mobile Web USA conference January 21 in San Francisco, CA.

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About Smaato Inc.

Smaato Inc. is a mobile ad-server technology company serving mobile operators, developers, publishers and ad-sales networks with its pioneering mobile advertising platform SOMA™ (Smaato Open Mobile Advertising) for the delivery of targeted mobile advertising. Smaato is partnering with international brands, advertising agencies, media publishers and software developers for its cutting edge mobile advertising platform. Smaato Inc. addresses the rapidly growing mobile advertising market with its services and platform solution. Smaato Inc. is based in San Mateo, California. The privately held company was founded in 2005 by an experienced international management team. The European headquarter is in Hamburg, Germany. The company is an active Member of the MMA (Mobile Marketing Association) and the dot.mobi MAG (Member advisory group).

For more information please visit www.smaato.com. Smaato® is a registered trademark of Smaato Inc.

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