



Mobile Advertising Pioneer Smaato Been Nominated for Best Mobile Opportunity

Service Provider Forum for The Zephyr Award for Best Mobile Opportunity

San Mateo, California - February 6, 2008 – Smaato, a pioneering provider of mobile advertising platform technology announced that it has been nominated for a SPIFFY Award - The Zephyr Award for *Best Mobile Opportunity*.

These awards are given by the Service Provider Innovation Forum of the Telecom Council of Silicon Valley (SPIF) to recognize and acknowledge outstanding innovation and execution by Telecom entrepreneurs. By their nomination, this global set of Operators and Service Providers including British Telecom, France Telecom, NTT DoCoMo, Sprint, T-Mobile, Vodafone, Verizon, Nokia Growth Partners, AT&T, Hutchinson Whampoa, Telia Sonera, Telefonica, and many others, have indicated to the rest of the Telecom industry that Smaato is a company to watch.

The Service Provider Forum Annual Networking and Recognition Event with the award ceremony will be held Feb. 28th in Palo Alto.

"Amongst all outstanding mobile start-ups we have seen in the past two years, Smaato impressed me with their unique approach of an Open Mobile Eco-System with their Mobile Advertising Platform", states Liz Kerton, Managing Director Kerton Group and Board Member of the Telecom Council.

The SPIF exists so that colleagues with similar goals and duties can gather and share ideas, contacts, opportunities, and knowledge during the informal sessions. The member carriers have telecom operations across the globe, but usually have an office in the San Francisco Bay Area to pursue investment, technology, and partnership opportunities. At each meeting, a few interesting young companies who are seeking funding, strategic investment and/or have a product or service that would be useful to the carriers in attendance are reviewed.

(<http://www.telecomcouncil.com/spiforum.php>).

Smaato's open 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. The latest version of the mobile ad-server platform SOMA™ (Smaato Open Mobile Advertising) supports full mobile Web and WAP advertising delivery.

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 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.

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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. The names of actual companies and products mentioned in this release may be the trademarks of their respective owners.

About J2ME Polish – Enough Software

Enough Software is the company behind J2ME Polish. This development solution overcomes the device fragmentation barrier and provides design, customization, persistence and rapid development features for Java ME developers. Using J2ME Polish developers can target all Java ME, Windows Mobile, Android, iPhone and BlackBerry devices. With a highly active community, more than 600,000 downloads and a book published by Apress, J2ME Polish is the de-facto standard for mobile developers worldwide. Learn more about J2ME Polish at www.j2mepolish.org.