



MWC Barcelona: Smaato and Enough Software Enter Strategic Alliance for Mobile Advertising

SOMA Mobile Advertising Platform Opens Up New Revenue Streams For Developers Of J2ME Polish - The De-Facto Standard Toolkit for Mobile Java

Barcelona, Spain, February 7, 2008 — Smaato Inc. and Enough Software have joined forces to bring new revenue streams to mobile developers by embedding advertisements into mobile applications.

Smaato's mobile advertising solution can be integrated into any mobile application and is now bundled with J2ME Polish – the mobile application development platform for JAVA by Enough Software. J2ME Polish is the de-facto standard for mobile JAVA developers worldwide. The J2ME toolkit by Enough Software has already been downloaded over 600.000 times and has been licensed by Nokia, Motorola, Mozilla and others.

The new strategic alliance allows J2ME Polish developers to enrich their mobile applications automatically with advertising, without the need to change the source code of their applications. For selected applications J2ME Polish licenses are even provided for free, when advertisements revenues are shared.

Smaato's open mobile advertising platform SOMA™ 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.

"Thanks to Smaato's innovative and open mobile advertising platform we can offer our developer community new revenue streams", explained Robert Virkus, CEO of Enough Software. "We are thrilled to extend our reach to the worldwide J2ME Polish developer community with this partnership", said Ragnar Kruse, CEO of Smaato. "In-Application advertising allows developers to extend their reach and launch ad-enabled business models. This is a further step to broaden the reach of our open mobile ecosystem".

Smaato at Mobile World Congress in Hall 2, booth 2B104

Enough Software at Mobile World Congress Hall 7, booth 7A43

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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.