



CTIA:

## **Handmark to Offer New Ad-Enabled RSS NewsReader from Smaato**

**Orlando, Fla. - March 23, 2007** - Smaato Inc., pioneering developer of ad-enabled applications for mobile phones, today announced a strategic partnership with Handmark, a global leader in mobile media. Through this partnership, Handmark will distribute the free, ad-supported Smaato RSS NewsReader through its distribution channels, beginning with [www.handmark.com](http://www.handmark.com) this summer.

The ad-supported "Smaato News" is a modern RSS-reader for smartphones that allow users to read the RSS-feeds of their favorite blogs, Web sites and other news from their mobile device.

"Since its inception, Handmark has been focused on new trends in the marketplace and delivering on the expectations of our customers," said Douglas Edwards, Handmark co-founder and chief marketing officer. "Offering the Smaato RSS NewsReader through our channels will be beneficial and appealing to our customers and business partners."

"We are pleased to be working with Handmark to distribute our application through their established, well-known channels," comments Ragnar Kruse, co-founder and CEO Smaato Inc. "We anticipate that the RSS NewsReader will be very popular among Handmark customers, allowing them to easily access the information they need from their handheld device."

Smaato News is currently available for Palm OS, Windows Mobile Pocket PC and Symbian S60 devices.

**Smaato will demo its applications at CTIA, in Orlando March 27 - 29 at booth 5586. For demo and information, meet us at CTIA, please contact [ctia@smaato.com](mailto:ctia@smaato.com) or +1 (917) 385 0099**

**Handmark is showcasing its product range at CTIA at booth 1215.**

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### **About Handmark**

Handmark is a global leader in the development and distribution of mobile content solutions. Pocket Express wireless on-device portal service offers consumer-friendly access to news, reference and infotainment content on mobile phones as well as BlackBerry, Palm Treo, MOTORAZR, Motorola Q™ and other Windows Mobile wireless handhelds. The company holds key mobile content distribution patents including Java-based push technology for wireless devices; has technology and distribution relationships with CNN International, The Associated Press, Oxford University Press, Hasbro, MobiTV, TV Guide, JAMDAT Mobile and Zagat Survey as well as all major U.S. mobile operators; and dominates the market for mobile software sold through retail channels. Handmark has R&D facilities in Gothenburg, Sweden; Kansas City, Mo.; and Dallas, Texas, with sales offices in Kansas City; San Francisco; and London. For more information, visit <http://www.handmark.com>.



### **About Smaato Inc.**

Smaato Inc. is an ad-enabler for mobile phones, pioneering with its mobile advertising platform SOMA™ (Smaato Open Mobile Advertising) for the delivery of targeted mobile advertising to Smartphones. 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 (including click-to-call response advertising) and platform solution. Smaato Inc. received a Top 100 Private Company award by AlwaysOn Media (US) in January of 2007.

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. For more information please visit [www.smaato.com](http://www.smaato.com). Smaato® is a registered trademark of Smaato Inc.