



**SMAATO ANNOUNCED AS FINALIST FOR ANDREW SEYBOLD CHOICE AWARDS 2008
FOR BEST NEW COMPANY**

SAN MATEO, March 11, 2008 – Smaato, a pioneering provider of mobile advertising platform technology announced that it has been selected as a finalist for the renowned Andrew Seybold Choice Awards in the category “Best New Company”.

“We are thrilled to be nominated for this prestigious award amongst all mobile start-ups”, comments Ragnar Kruse, CEO Smaato Inc. “Being a finalist is already a great success and for us the perfect incentive for the upcoming CTIA.

Smaato will present its award-winning mobile ad-server technology at CTIA in Las Vegas April 1-3, booth #802.

Each year, companies from around the world nominate visionary wireless products and services that promote positive progress on wireless mobility. All nominations submitted must have been commercially deployed between February 15, 2007 and February 15, 2008. The Andrew Seybold Choice Award winners will be name on April 1, 2008 at the 18th Annual Andrew Seybold Wireless Dinner at CTIA Wireless in Las Vegas.

Andrew Seybold, Inc., is a consulting firm known for its in-depth analysis of the wireless industry. “This year we received an overwhelming number of entries for our awards,” said Andrew Seybold, President and CEO of Andrew Seybold, Inc. “We judged the products and services for their impact on the wireless market, how they embrace new, innovative technologies, their ease of use and how they simplify the user experience.”

Smaato at CTIA in Las Vegas, booth #802

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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 and our new whitepaper about new trends for an open mobile ecosystem, please visit www.smaato.com.

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About Andrew Seybold, Inc.

Andrew Seybold Inc. is dedicated to solving client challenges through strategic consulting, client-specific research and analysis, publications, speaking engagements and educational programs. Company founder Andrew M. Seybold and his partners provide deep technology and business expertise, proven best practices and long-established relationships with industry leaders. Mr. Seybold is highly regarded for his *COMMENTARY* newsletter and the Andrew Seybold Wireless University. For more information, visit www.andrewseybold.com