

CTIA:

## **AlwaysOn Teams Up With Mobile Advertising Pioneer Smaato**

### ***“AlwaysOn Mobile” Announced With In-Application Advertising Model***

Orlando/San Mateo, March 26, 2007 – AlwaysOn, the revolutionizing media brand, is once again at the forefront of engaging their social network through innovative technology. The Silicon Valley-based media company announced today a partnership with Smaato Inc., the pioneering developer of ad-enabling technology for mobile phones. AlwaysOn will soon launch “AlwaysOn Mobile” – a new mobile RSS news reader based on Smaato’s award winning open mobile advertising platform SOMA.

“With Smaato’s advertising platform we are entering the mobile market at the very top of the emerging opportunities for ad-enabled mobile applications”, says Tony Perkins, Founder and CEO AlwaysOn. “It supports our goal to reach two objectives: offering an engaging service and technology to our network and extending our brand into new areas.

“We are delighted to partner with such an innovative media brand that has helped to shape successful social networks. We know how important consumer acceptance for mobile advertising is – and as part of the AlwaysOn network, we will help to deliver valuable and engaging ads alongside the already engaging news available at AlwaysOn”, says Ragnar Kruse, CEO & Co-Founder Smaato Inc.

SOMA enables dynamic response advertising for mobile phones. Call and event-driven mobile advertisements are embedded in personalized and contextually relevant content. Smaato’s patent-pending mobile advertising platform SOMA focuses on in-application advertising for mobile software on smartphones with open operating systems. SOMA supports Palm, Blackberry, Symbian, Java and Windows Mobile.

Smaato is covering the whole mobile marketing value chain with server components (mobile ad-server, reporting & tracking, end-user profiling) and ad-serving client technology on the mobile device. Advertisers using the system include Mercedes Benz, Microsoft and Allianz. AlwaysOn is one of the first media brands working with SOMA and distributing their content along with targeted mobile advertising. SOMA supports recommended ad-formats by the MMA (the global Mobile Marketing Association) that are contextually integrated into the mobile user-experience.

Smaato will demo its mobile advertising technology 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

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**About AlwaysOn**

ALWAYS ON ([ALWAYSON.GOINGON.COM](http://ALWAYSON.GOINGON.COM)) ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYS ON HOLLYWOOD, ALWAYS ON MEDIA and GOING GREEN) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

**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.

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