



Ad Infuse and Smaato Form Partnership to Bring In-Application Advertising to the Mainstream

Integrated Ad Platforms Extend Reach for Advertisers Across Mobile and on iPhone

MOBILE MARKETING FORUM, NEW YORK, NY, – June 9, 2008 —Smaato Inc., a pioneering provider for in-application mobile advertising solutions, and Ad Infuse, a leader in delivering highly personalized mobile ad experiences, today announced a new strategic partnership to provide advertisers, publishers, and operators broad in-application advertising solutions.

With the connection between Ad Infuse's adInMotion™ platform and the SOMA™ (Smaato Open Mobile Advertising) platform, **Ad Infuse** and **Smaato** will enhance their reach in the growing "downloadable" mobile advertising business throughout U.S. and in European markets. Earlier this year, both companies announced iPhone advertising solutions, which are enhanced by this new partnership. Ad Infuse's multi-format iPhone advertising solution will be integrated with Smaato's iSOMA in-application mobile advertising platform for iPhone SDK developers, providing broader reach for advertisers and new monetization opportunities for content providers and application developers.

"We see great potential in a partnership with Smaato with their SOMA platform. Their in-application advertising focus and expertise help us to enhance our offering and extend our reach beyond the mobile web," said Brian Cowley, CEO of AdInfuse. "We see demand for this type of inventory from our discussions with partners in the mobile space, such as international operators."

"Reaching a high fill rate with quality partners and brands is key to our mobile developers and publishers," said Ragnar Kruse, Co-Founder and CEO of Smaato Inc. "Ad Infuse is a recognized innovator in mobile advertising and, together, we will work on pushing the adoption of our mobile in-application ad inventory forward."

Both companies are headquartered in the Silicon Valley, CA, and have expanded their operations to Europe, where AdInfuse has an office in London, UK. Smaato and Ad Infuse are driving the adoption of mobile advertising for mobile applications developers and their rapidly growing mobile inventory through active involvement in mobile industry groups and guideline initiatives, such as the MMA, the dot.mobi mobile advertising taskforce, and educational forums such as Mobile Ad Degree.

At MMA New York, please visit Smaato at Booth 7 and Ad Infuse at Booth 2.



About Smaato Inc.

Smaato Inc. (www.smaato.com) is a leading mobile advertising technology company that provides the open mobile advertising platform called SOMA™ (Smaato Open Mobile Advertising) for developers, publishers, ad sales networks and operators. The SOMA platform enables the delivery of targeted display advertising to mobile phones within applications and on mobile sites. SOMA's unique feature is the SOMA client, which is a mobile ad server on the handset that optimizes the process of ad-enabling applications for mobile software developers. SOMA can be easily integrated with 3rd party ad sales networks, ad inventory owners (developers, publishers, operators) and ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German digital media association BVDW. Smaato 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 office is in Hamburg, Germany.

A free Whitepaper on Open Mobile Advertising is available for download at www.smaato.com.

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About Ad Infuse

Ad Infuse is leading the industry in personalized mobile advertising solutions. With a technology platform that delivers relevant advertising experiences targeted to each mobile subscriber, Ad Infuse is replacing mass communications with a direct, brand-to-consumer relationship. Uniting carriers, brands, content providers and consumers, Ad Infuse is creating a marketplace for mainstream mobile media consumption. For carriers, Ad Infuse offers an ad-serving technology solution architected to protect consumer privacy and to deliver a blend of ad-supported and subscription-based premium content. For brands, Ad Infuse redefines advertising with truly dynamic ad insertion, allowing marketers to personalize their message and build a direct, high-impact relationship with the consumer. For content providers, Ad Infuse offers a path to mobile syndication supported by a balanced combination of subscription and ad-supported revenue. For consumers, Ad Infuse reveals all the possibilities that the mobile Web has to offer – from intriguing user-generated content and games, to the latest in news stories and pop culture videos.

For more information about Ad Infuse, please visit www.adinfuse.com or call 415.315.3400.

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