



CTIA:

iambic Partners with Smaato to Offer TopStory – Free Mobile RSS News Reader

iambic's TopStory will be ad-enabled with SOMA In-Application Advertising

Orlando/San Mateo, March 26, 2007 - Smaato Inc., pioneering developer of ad-enabling technology for mobile phones, today announced a new partnership with iambic Inc. and their support for the SOMA platform.

iambic, Inc., a leading provider of productivity enhancement software for handheld computers (PDAs and smartphones), today announced TopStory, a free, ad-enabled mobile RSS news reader that makes it easy for users to subscribe to their favorite news feeds or blogs directly on their Palm OS or Windows Mobile-based phone.

iambic partnered with Smaato Inc., a pioneering developer of ad-enabling technology for mobile phones, to make this valuable service available to its global community of half a million users. The cost of operations and content is being subsidized by a small banner ad that appears at the top of the screen.

"Smaato has made it possible for us to offer an easy to use RSS reader that fits nicely with the other products in our portfolio," said Adriano Chiaretta, chief operating officer at iambic, Inc. "Plus, the Smaato Open Mobile Advertising (SOMA) platform provides us with a great way to cover the operations costs associated with providing this news feed service."

"Partnering with iambic broadens our market reach," commented Ragnar Kruse, Co-Founder and CEO Smaato Inc. "We are thrilled to have such an innovative and influential supporter in the mobile developer community."

This new collaboration is a significant milestone to broaden Smaato's reach to nearly 3 million addressable mobile users worldwide with its mobile advertising technology.

TopStory allows users to subscribe to a variety of news feeds with the top seven appearing on the front page of the reader. It comes with ten pre-defined feeds, including: CNN News, BBC News, digg technology, and Engadget. TopStory from iambic will be available in April. More information is available at <http://www.iambic.com/topstory>.

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 is focusing on in-application advertising for mobile software on smartphones with open operating systems – supporting Palm, Blackberry, Symbian and Windows Mobile.

Smaato will be showcasing their mobile advertising technology in their booth (#5586) at the CTIA conference in Orlando March 27 – 29. Top Story will be among the featured products on display. For demo and information, meet us at CTIA. Please contact ctia@smaato.com or +1 (917) 385 0099



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About iambic, Inc:

iambic is a leading provider of innovative productivity-enhancing software applications that help individuals and business organizations everywhere save time, manage their activities more effectively and get the most out of their handheld computers (smartphones and PDAs). The company's product line includes the award-winning, fully integrated, personal information manager Agendus Professional, Agendus for Windows, Agendus Mail and YourCall. Founded in 1994, iambic is headquartered in Sunnyvale, California. More information is available at www.iambic.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. Smaato® is a registered trademark of Smaato Inc.

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