



CTIA:

Finnish Mobile Developer Sendandsee Selects Smaato For Mobile Advertising

Smaato Adds Support for Java Enabled Mobile Phones

Orlando/San Mateo, March 27, 2007 - Smaato Inc., pioneering developer of ad-enabling technology for mobile phones, joins forces with acclaimed Finnish Sendandsee Ltd. -- the creator of technology solutions that enable and accelerate the mobilization of digital media. Sendandsee's patent pending mobiprint platform empowers the deployment of mobile services of MVNOs and media companies. The mobiprint platform enables companies to leverage their existing core assets into high quality content services for mobile users. Sendandsee is a renowned solution provider for Java and Symbian phones like LG, Nokia and Samsung.

"The collaboration with Smaato enables us to offer comprehensive new services with an integrated advertising model", says Aape Pohjavirta, CEO, Founder Sendandsee, "Big media and publishing groups approach us to extend their existing advertising models into the mobile world. Together with Smaato we now offer innovative solutions to fully explore the exciting opportunities of mobile advertising".

Sendandsee selected Smaato's award winning SOMA (Smaato Open Mobile Advertising) platform for targeted In-Application advertising in their mobiprint solution.

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. Entering the partnership with Sendandsee opens up the reach for Java enabled mobile phones.

"Joining forces with such an acclaimed pioneer of the mobile publishing space opens up new exciting opportunities for the media industry," comments Ragnar Kruse, Co-Founder and CEO Smaato Inc. "Together we help publishing companies in their quest to reach out to the mobile user".

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 or +1 (917) 385 0099

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About Sendandsee:

Sendandsee Ltd. is the creator and developer of mobiprint - a mobilization solution for digital media. mobiprint technology is a robust publishing solution with flexible integration capabilities to existing production systems and processes. www.sendandsee.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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