

**Strong Partners for Effective Mobile Advertising:  
Adconion Media Group and Smaato Enter Strategic Partnership**

**SAN MATEO / MUNICH, GERMANY - May 9, 2007** – Smaato Inc., pioneering provider for in-application mobile advertising solutions, and Adconion Media Group, the largest independent digital advertising network, announced a strategic partnership to deliver a new and innovative mobile advertising product for the European markets.

Smaato is rapidly building a network of partners and promoters of its Open Mobile Advertising Platform SOMA. Just recently, Smaato announced its partnership with Third Screen Media in the US and now looks to Adconion Media Group as its partner in Europe.

Adconion Media Group has a broad reach given its global network of publishers, advertisers and agencies. Adconion will steer its ad-sales initiatives towards the new mobile advertising opportunity through SOMA to promote new, effective and highly targeted mobile ads. Adconion, headquartered in Munich and active worldwide, will sell, manage and deliver advertising for SOMA – Smaato's Open Mobile Advertising Platform – and its turnkey in-application advertising solution to agencies and brands in Europe.

“Smaato's SOMA platform combines targeting, optimization and a highly attractive target group. Through our partnership with Smaato we are able to extend our behavioral targeting products to mobile, providing our agencies and advertisers the ability to target the same user on their computer and their smartphone. We are thrilled to connect with Smaato's innovative spirit and technology”, says T. Tyler Moebius, CEO of Adconion Media Group

“With Adconion, we've won one of the largest digital advertising networks as our partner. This partnership significantly enhances our reach for in-application mobile advertising and enables us to inspire more brands for mobile advertising”, comments Ragnar Kruse, co-founder and CEO Smaato Inc.

The first applications coming to market with partly European ad-inventory supported by SOMA are “Red Herring Mobile” ([www.redherring.com](http://www.redherring.com)), “iambic TopStory” ([www.iambic.com](http://www.iambic.com)), SplashNews ([www.splashdata.com](http://www.splashdata.com)) and Smaato News - all available for Palm OS and Windows Mobile devices.

**Press contact**

Tina Kulow for Smaato Inc.  
\*kulow kommunikation  
Phone: +1 (415) 670 9112  
Mobile: +49 (171) 8065496  
[tina@smaato.com](mailto:tina@smaato.com)

**Smaato Inc.**

1555 West Hillsdale Blvd, Suite 313  
San Mateo, CA 94402  
Phone (USA): +1 (650) 286 1198  
Phone (Europe) +49 (40) 3571 8388  
[www.smaato.com](http://www.smaato.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. Partners of Smaato include: Handmark, Red Herring, AlwaysOn, Spb Softwarehouse, iambic and Splashdata. 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 headquarters is in Hamburg, Germany. For more information please visit [www.smaato.com](http://www.smaato.com). Smaato® is a registered trademark of Smaato Inc.

### **About Adconion Media Group**

Adconion Media Group is an international, independently operated Ad Network, headquartered in Munich, Germany, with offices in London and Los Angeles.

Since its founding in 2004, the company has focused on delivering results to both advertisers and media owners via its performance-based advertising platform, leveraging best-in-breed optimization and targeting technologies. Adconion's clients consist of advertising agencies and direct advertisers, as well as large online media owners and website operators.

Adconion is a member of the German Bundesverband Digitale Wirtschaft (BVDW), the Internet Advertising Bureau (IAB UK [www.iabuk.net](http://www.iabuk.net)) as well a member of IASH Internet Advertising Sales Houses [www.iash.org.uk](http://www.iash.org.uk).

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