



**Smaato Inc. was selected "Most Promising" by the Silicon Valley Association of Startup Entrepreneurs (SVASE)**

**SAN MATEO, CA – June 11, 2007** – SVASE announces Smaato as one of the “Most Promising” Demonstrators of “Launch: Silicon Valley 2007”. **Smaato**, d.light design, Data Robotics, Eyejot, Jaxtr, Nuvora and LogSavvy are selected by Attendees from 29 Companies vying for distinctions

The Silicon Valley Association of Startup Entrepreneurs (SVASE) announced June 6th the “Most Likely to Succeed” at “Launch: Silicon Valley 2007”, the recently completed event for emerging technology companies. To culminate the June 5 event, held at the Microsoft Campus here, audience-judged awards were presented for “best-in-class” to companies in each of the six presenting categories. The companies singled out by the audience in each of the categories included:

- Application Services : LogSavvy <http://www.logsavvy.com>
- Business (Group I): Data Robotics <http://www.datarobotics.com>
- **Business (Group II): Smaato <http://www.smaato.com>**
- Digital Media: Eyejot <http://www.eyejot.com>
- Energy: d.light design <http://www.dlightdesign.com>
- Next Generation Internet: Jaxtr <http://www.jaxtr.com>
- Life Sciences: Nuvora <http://www.nuvorainc.com>

“We are extremely pleased to pave the way for some excellent new companies and products entering the marketplace. Although we had to narrow down our salutations to just a few, there was tremendous talent as well as enthusiasm for the entrepreneurial spirit unearthed at this event,” said Chris Gill, President and CEO of SVASE.

More than 160 companies from across the globe applied for presentation spots at ‘Launch: Silicon Valley’ and were narrowed down to 29 presenters by the event’s prestigious board of venture advisors. Each presenting company made a 10-minute onstage presentation to a voting audience of 300-plus in attendance at yesterday’s event.

The advisory board for “Launch: Silicon Valley 2007” included Bill Reichert, Managing Director, Garage Technology Ventures; Allan May, Founder & Chairman, Life Science Angels; Warren Packard, Managing Director, Draper Fisher Jurvetson; Ian Sobieski, Managing Director, Band of Angels; John Occhipinti, Managing Director, Woodside Fund, and Nancy Pfund, Managing Director, Bay Area Equity Fund, and JPMorgan.

The event was co-hosted by Garage Technology Ventures, and was joined by a number of high-profile sponsors. Gold sponsors included Bridge Bank, Draper Fisher Jurvetson, Garage Technology Ventures, Schwegman, Lundberg, Woessner & Kluth, Townsend Townsend and Crew, White & Case LLP, and Wilmer Hale. Silver sponsors include: The Angels' Forum, LLC, Band of Angels, Cooley Godward Kronish, JP Morgan, Krause Taylor Associates, Link Silicon Valley, Microsoft, National Venture Capital Association, OuterJoin, Sand Hill Angels, Siemens Technology-to- Business Center (TTB), and the Woodside Fund.

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### **About SVASE**

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Startup Entrepreneurs (SVASE) is the largest and fastest growing nonprofit in Northern California dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses. SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at 12 monthly events and a continually evolving web site. For more information about SVASE, please visit [www.svase.org](http://www.svase.org).

### **About Garage Technology Ventures**

Garage Technology Ventures is a seed-stage and early-stage venture capital fund headquartered in Palo Alto, California, with investors that include Thomas Weisel Partners and CalPERS, the California Public Employees Retirement System. Garage is focused on investing in information technology and materials science startups in the Western U.S. Garage is also the creator of the "Art of the Start," a renowned conference series for entrepreneur education. For more information about Garage, visit [www.garage.com](http://www.garage.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: Adconion Media Group, Third Screen Media (AOL), 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.

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