Aupeo! Chooses Smaato to Power Mobile Radio Ads in over 40 Countries

Redwood Shores, CA / Singapore / Hamburg – June 9, 2011 – Smaato Inc., the leading mobile ad optimizer and mobile advertising company, today announces it has been selected by Europe's largest mobile radio station, Aupeo!, to power mobile advertising across 40 countries.

As part of the agreement, Aupeo! will leverage Smaato's intelligent, mobile ad optimization platform, SOMA (Smaato Open Mobile Advertising), to seamlessly insert relevant ads into mobile users' favorite radio stations and preferred music genre.

SOMA connects leading global mobile ad networks with the best-in-class mobile apps and mobile web inventories, while enabling innovative publishers, like Aupeo!, to easily monetize its hundreds of mobile radio stations in a highly engaging way to maximize revenues.

Smaato also offers support for multiple platforms such as iOS, Android, Windows Phone 7 and more, making it ideally equipped to provide seamless ad delivery across multiple device platforms, segments and operator networks to enable Aupeo! to easily implement mobile advertising on a world-wide scale.

"The demand for mobile radio is growing at an exponential rate. In order to keep up with demand and continue to deliver the premium content our subscribers have come to expect, we needed a way to monetize our huge inventory of content - all while ensuring we did not jeopardize our users' listening experience. We chose to partner with Smaato because of its reach and ability to support multiple platforms and networks, which allowed us to quickly rollout mobile advertising on a massive scale."

*stated **Holger Weiss, CEO** of Aupeo!*

"Our mobile advertising marketplace, wide reach and ability to support multiple platforms were key factors in our selection. We are pleased to have been chosen by Aupeo! and we look forward to powering its mobile advertising strategy world-wide."

*stated **Ragnar Kruse**, Co-founder and CEO of Smaato.*

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About Smaato Inc.

Smaato (www.smaato.com) is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers and app developers. More than 30,000 publishers have signed up with Smaato to monetize their content in 220+ countries and Smaato is managing more than 30 billion ad requests per month.

SOMA's unique feature is the aggregation of 60+ leading ad networks globally to maximize mobile advertising revenues. Through an open API and a wide range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato Inc. is headquartered in Redwood Shores, California. The privately held company was founded in 2005 by an experienced international management team. Additional Smaato locations are based in Hamburg, Germany and Singapore. Smaato is an active member of the Mobile Marketing Association and the German Digital Media Association BVDW.

Press Contact Smaato Inc.
Harald Neidhardt
CMO & Co-Founder
harald@smaato.com
@hneidhardt

onechocolate communications PR
Jill Tsugawa
+1 (415) 989-9803
jillt@onechocolatecomms.com

Smaato Inc.
3 Lagoon Drive, Suite 170
Redwood Shores, CA 94065
Phone (USA): +1 (650) 286 11 98
Phone (Europe): +49 (40) 3480 9490
http://www.smaato.com/
Twitter: @smaato
Facebook.com/smaato

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