



## **Smaato Mobile Advertising Award: Nominees shortlist 2009 announced**

**CTIA, San Diego, CA – October 8, 2009** – Smaato Inc., the leading mobile ad optimizer and mobile advertising company, is delighted to announce the Nominees for the Smaato Mobile Advertising Award 2009. Publishers have until the closing of CTIA San Diego, Friday October 9, to add their cool app or website to the growing list.

Nominated mobile applications and mobile websites from leading companies:

4Square Labs, Aaron Cohen Software, Abphone, AccuWeather, Aero Weather, aha mobile, aka-aki, aloqa, AroundMe, Art & Smart, audio Boo, Avantar Showtimes, Avatar Free, Backgrounds, Barnes & Noble, Belysio, Brightkite, Bump, Buzzd, Cascada Mobile, Cell Fun, Celltrigen, Cellution Media, centrI, City Sense, CitySourced, clipintouch, CocoaStuff, cooliris, crashcorp, delivr.com, DocScanner, Doodle Buddy, Dopplr, Dropbox, eBuddy, eenemachine, emoze, Epicurious, ESPN Cricinfo, Fandango, Findlinks, Fish Labs, Fliq, flirtomatic, FlyTunes, Foreca.mobi, Fortune Ball, foursquare, Foxmobile, Frengo, Fring, Funji, funkysexycool, Gap Stylemixer, geome, goal.com, golden gecko, gowalla, graffitigeo, groovr, Gypsii, Handango, Handmark Rocket Express, Hands Mobile, Happy Dangy Diggy, hearplanet, Hiogi, iDict, Info2cell, iPhunny, IQ Engines, itsmy, iWood, Jaiku, jamcode, Jiwire, Joikusoft, Joost, Juice Caster, Jumbuck, Kayak, Kiboo, Kyte, Larvalabs, Last.fm, Layar, Liquid Air Lab, LockBox, Locle, Lonely Planet, Loopt, Lufthansa, Mastercard ATM Hunter, McLaughlin, Meet Moi, Mig33, Mobile Air Mouse, Mobile Life, Mobiluck, Mobiscope, moblr, Moco Space, Mofuse, Moosh, MoTweets, Mover, Mxit, My6sense, mywaves, nachtagenten, NearbyNow, Nimbuzz, Now Then, Nulaz, Open Table, Orbster, pageonce, Palringo, Pandora, Panoramic Software, Peperonity, PhotoShare, Placestodo, Platial, Plusmo, Qeep, Qik, Rabble.com, Rader.net, Retronyms, RjDj, RSS Lite, Rumble, SAPO, SGN, Shazam, Shopping Places, Shozu, Simple touch software, SixPack App, Slacker Radio, Smarter Agent, smsO2, Smule, Snac, Snaoptu, Socialight, soonr, SPB Software, Spiegel, Spotify, Squace, Starbucks, STARS Foundation, Storyz, strands, Streaming live scores, style.com, stylecaster, surfkitchen, TagTag, Taibidiny Media Works, taptu, Tapulous, Tatango, Thumbplay, Tiggits, Tonchidot, Trapster, Treemo, Trigga.me, Tripcase, Truphone, trustedplaces, tweetdeck, twitteriffic, Uclick, Ulocate, unlike networks, Urbanspoon, Veeker, Venista m-Joy, Viigo, Visual Radio, Vlingo, Vringo, vulevu, Wadja.com, Waze, wikitude, Wirenode s.r.o., Wooden Labyrinth 3D, Worldmate, Yelp, Yoose, Yowza, Zagat, Zannel, Zedge, Zero9.it, Zhiing, Zillow, Zyb.

Ragnar Kruse, CEO & Co-Founder of Smaato said: "The variety of the nominees to the forthcoming Smaato Awards shows the impressive innovation happening with mobile apps and websites across the globe. It's going to be a really difficult job for the judges to decide on a winner from the forthcoming finalists with such a great selection of companies."

**The jury members are:** Bambi Francisco (vator.tv), Bena Roberts (GoMoNews), Caroline Lewko (WIP), Giselle Tsurulnik (Mobile Marketer), James Cameron (Camerjam), Jim Cook (MobiAdNews), Jörg Sievert (SAP Ventures), Kei Shimada (Infinita), Lubna Dajani (Mobile Monday, NYC), Mark Wächter (BVDW), Matthäus Krzykowski (Venture Beat), Matthew Snyder (ADObjects), Michelle Sklar (bnetTV), Peggy Anne Salz (MSearchGroove), Ragnar Kruse (Smaato), Rudy De Waele (mTrends), Tim Green (Mobile Entertainment), Tomi Ahonen (Author), Trey Harvin (mobiThinking).

**About the Smaato Mobile Advertising Award:**

The award will honor mobile publishers or developers with an outstanding mobile ad-enabled solution in three categories: iPhone, in-application (any platform) or mobile web. Developers will provide a description of their website, application or game, a download location, along with screenshots. In addition they may provide up to three PDF pages of supporting materials. Deadline is October 9<sup>th</sup>, 2009. For more information and to participate please visit: [www.smaato.com/award](http://www.smaato.com/award).

The winners will meet with seven leading venture capital partners: Tim Draper (Draper Fisher Jurvetson); Rich Wong (Accel); Tim Chang (Norwest Venture); Frédéric Veysièrre (Innovacom Venture Capital); Niall Davis (aeris CAPITAL); Mark Kvamme (Sequoia Capital); and Jörg Sievert (SAP Ventures) and in addition, Smaato will invite the three winners to participate at the Mobile World Congress, taking place in Barcelona, Spain in February 2010.

Additional prizes are also on offer, including a free booth at M-Days in Munich, Germany in January 2010 and 15 licenses of the dot.Mobi deviceatlas.

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**About Smaato Inc.**

Smaato is a pioneering mobile advertising company that operates the leading mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators.



SOMA's unique feature is the aggregation of multiple leading ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was an Andrew Seybold Choice Awards finalist at CTIA 2008 for best Newcomer, among other awards.

Smaato Inc. is based in Redwood Shores, California. The privately held company was founded in 2005 by an experienced International management team. The European headquarters are in Hamburg, Germany.