

Smaato Mobile Advertising Award

VC Partners and Nominees shortlist 2010 announced

Frank Boehnke (Wellington), Tim Chang (Norvest Ventures), Niall Davis (aeris CAPITAL), Tim Draper (Draper Fisher Jurvetson), Joerg Sievert (SAP Ventures) and Frédéric Veyssière (Innovacom) will meet the Smaato Award winner

Redwood Shores, CA – July 29, 2010 – Smaato Inc., the leading mobile ad optimizer and mobile advertising company, is delighted to announce the VC partners and first set of nominees for the Smaato Mobile Advertising Award 2010. Publishers have time until end of day, August 20, to add their cool app or website to the growing list at www.smaato.com/award.

Here is a first look at some of the nominated mobile apps and websites from leading companies:

4Square Labs, AccuRadio, AccuWeather.com, aka-aki, Aloqa, AroundMe, audioBoo, Barcode Scanner, Brightkite, Bubble, Bump, Buzzd, bWeather, Cellfire Grocery Coupons, City Sense, Compass, cooliris, delivr.com, Doodle Jump, eBay Mobile, eBuddy Messenger, Evernote, Facebook, Fandango Movies, FishLabs, Flirtomatic, Foursquare, Fring, Google Sky Map, Gypsii, Handmark Pocket Express, iCarly: Sam's Remote Lite, ICQ, iheartradio, imeem Mobile, itsmy, Jumbuck, Kyte, Last.fm, Layar Reality Browser, Liquid Air Labs, Lufthansa, MapQuest 4 Mobile, Meebo IM, Mobiluck, moblr, Moco Space, moTweets, My Tracks, NearbyNow, Nimbuzz, NYTimes, Orbster, pageonce, PandaHome, Pandora Radio, Qeep, Qik Video Camera, RadioTime, RjDj, Rumble, Seismic for Twitter, Shake, Shazam, Sherpa, Shozu, Skyfire Mobile, SMS2.0, Smule, SPB Mobile Software, Spotify, Squace, Tonchidot, TuneWiki, TV.com, virtual, Twidroid for Twitter, Twikini, unlike networks, USA TODAY, Venista m-Joy, Waze, The Weather Channel, Worldmate, Yelp, YomoMedia.

Ragnar Kruse, CEO & Co-Founder of Smaato said: "Since the success of last year's Smaato Award, the mobile market has truly blossomed with innovative apps and websites. The introduction of Apple's iPad and the explosion of Android have given developers further scope and opportunity for innovation and the nominations we've had so far are a testament to this. It's going to be an extremely tough job trying to pick the finalists for each category, let alone an overall winner!"

The Smaato Award jury members are: Andy Favell (mobiThinking), Bena Roberts (GoMoNews), Carlo Longino (WIP Mobile Jam), David Murphy (Mobile Marketing), Derek Kerton (Kerton Group), Frederic Lardinois (ReadWriteWeb), Giselle Tsurulnik (Mobile Marketer), Heike Scholz (Mobile Zeitgeist), James Cameron (Camerjam), Jim Cook (MobiAdNews), Kei Shimada (Infinita, JP), Lubna Dajani (Mobile Monday, NYC), Mark Wächter (Mobile Monday & MMA Germany), Matthäus Krzykowski (VentureBeat), Matthew Snyder (ADObjects), Michelle Sklar (bnetTV), Peggy Anne Salz (MSearchGroove), Ragnar Kruse (Smaato), Rudy De Waele (mTrends), Tim Green (Mobile Entertainment).

About the Smaato Mobile Advertising Award:

The award will honor mobile publishers or developers with an outstanding mobile ad-enabled solution in several categories: Apple iOS, Google Android, Samsung Bada, Symbian, Windows Phone, RIM Blackberry, websites, branded games and mobile campaigns. 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. For more information and to participate please visit: www.smaato.com/award.

Besides meeting with the above named venture capital partners, Smaato will invite the overall winner to participate at Mobile World Congress, the world's premier mobile event, taking place in Barcelona, Spain in February 2011. At Mobile World Congress, the winning company will be given the chance to show its services in front of the world's mobile community.

Additional prizes are: a booth at M-Days in Munich, Germany in January 2011, a booth at M-Publishing in New York in November 2010, handsets, free tickets for Mobile World Congress and many more.

Deadline for submissions is August 20th, 2010.

The winner will be announced during CTIA San Francisco, October 6-8, 2010.

VC biographies

Frank Boehnke (Wellington)

Since joining Wellington in 1998, Frank has focused on the potential and dynamics of the internet. He is widely recognized as a European pioneer in the internet space. Since the late 1990s he helped companies like Alando (acquired by eBay) and Ciao! (acquired by Greenfield Online) to spectacular success. Frank is a leading European supporter of innovative business concepts in high-growth areas in Digital Media (such as networking, advertising and gaming) and in Software Services (such as enterprise application software and network security).

Frank has a strong deal-making experience. Prior to Wellington Partners, he spent eight years in technology investment banking at J.P. Morgan in New York, London and Frankfurt. He advised customers such as IBM, Bertelsmann and Siemens on numerous M&A mandates and helped many technology companies to achieve NASDAQ listings. Many Wellington portfolio companies have gained from his vast experience in this field. For example, Frank helped portfolio companies ACG and SAF to successful IPOs at the German stock exchange. He has degrees in Economics and Business Administration from the Universities of Essen and Toronto.

Tim Chang (Norvest Ventures)

Tim brings a combination of operational, technical and international business experience to Norwest Venture Partners. Tim focuses on investments in mobile, gaming, digital media, and also leads NVP's investment practice in China and Asia-Pacific. Tim led NVP's investments in and joined the boards of directors of ngmoco, Lumos Labs, Brite Semiconductor and 3jam. He also led NVP's investment in Playdom, a leader in social gaming, and PCH International, a turnkey global supply chain services firm based in Shenzhen. Tim is a board observer working closely with Borqs, deCarta, Double Fusion and Veveo.

Prior to joining NVP in 2006, Tim was a principal at Gabriel Venture Partners where he was actively involved in over a dozen wireless-related deals and led Gabriel's investments in Iridigm Display Corporation (acquired by Qualcomm), Sequoia Communications, Sandbridge, and Kajeet. He also contributed to the boards of Placeware (acquired by Microsoft) and Arula Systems (acquired by Raritan), TestQuest, NextG Networks, and IPWireless. Tim built Gabriel's wireless sector practice and helped establish business development capabilities through strong, strategic relationships across the wireless value chain, particularly in Asia-Pacific.

Niall Davis (aeris CAPITAL AG)

Niall Davis is Partner at aeris CAPITAL AG since 2006. Prior to founding aeris, he was IT Investment Manager at firstVentury and Director at Astarte New Media AG. Niall Davis is one of the Board Members of Smaato.

Tim Draper (Draper Fisher Jurvetson)

Timothy C. Draper is the Founder and a Managing Director of Draper Fisher Jurvetson. His original suggestion to use "viral marketing" in web-based e-mail to geometrically spread an Internet product to its market was instrumental to the successes of Hotmail and YahooMail, and has been adopted as a standard marketing technique by hundreds of businesses. On behalf of Draper Fisher Jurvetson, Tim serves on the boards of Glam, Kyte.tv, Meebo, ShareThis, SocialText, and Wigix. Previous successes include: Skype (EBAY), Overture.com (YHOO), Baidu (BIDU), Parametric Technology (PMTC), Hotmail (MSFT), PLX Technologies (PLXT), Preview Travel (TVLY), Digidesign (AVID), and others.

Jörg Sievert (SAP Ventures)

Jörg Sievert covers Europe and Israel for SAP Ventures and provides a tight linkage to SAP's headquarter in Walldorf, Germany. Prior to joining SAP Ventures, Sievert led Business Consulting for BEA Systems for Central and Eastern Europe and provides significant experience in developing and executing solution selling strategies for SW products and is well connected in several industries. Before joining BEA, he spent several years as investment executive with 3i's global SW group, focused on investments in German speaking Europe and serving on numerous boards as observer. Sievert also spent several years in strategy consulting with Booz-Allen & Hamilton, working with clients in several industries across Europe. Sievert has lived in Germany, Austria, UK, and the United States. He holds a Master in Computer Science and received a Ph.D. in distributed systems, both from the University of Karlsruhe, and is a member of the ACM and GI.

Sievert currently serves as board member for RIB Software AG, as board observer for Alfresco Inc., Dacos GmbH, iTAC AG, and Onventis GmbH and as member of the investors' committee of MVP.

Frédéric Veyssière (Innovacom)

Based in San Francisco, California, Frédéric Veyssière heads Innovacom's investments in North America. Frédéric serves on the board of Actelis Networks, Mobile Complete, PixSense, Vantrix and is a board observer with Bytemobile and Envivio. Previously he was a board member with Atrica (acquired by Nokia Siemens Networks) and a board observer with Bitfone (acquired by Hewlett Packard). Prior to joining Innovacom in 2000, Frédéric worked with TeleSoft Partners, a San Mateo-based venture capital fund, as a consultant in charge of business development for Europe.



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About Smaato Inc.

Smaato is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with mobile publishers, developers, ad networks and operators. More than 6,000 publishers have signed up with Smaato as a partner to monetize their content in 220+ countries and Smaato is managing 8 billion ad requests per month.

SOMA's unique feature is the aggregation of 40+ 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 and the German Digital Media Association BVDW. Smaato received a Top 100 Private Company Award by AlwaysOn Media (2009 & 2007) and was recently named a "company to watch" in 2010 by Financial Analyst company GP Bullhound, 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 and the Asia-Pacific presence of Smaato has been established in Singapore.