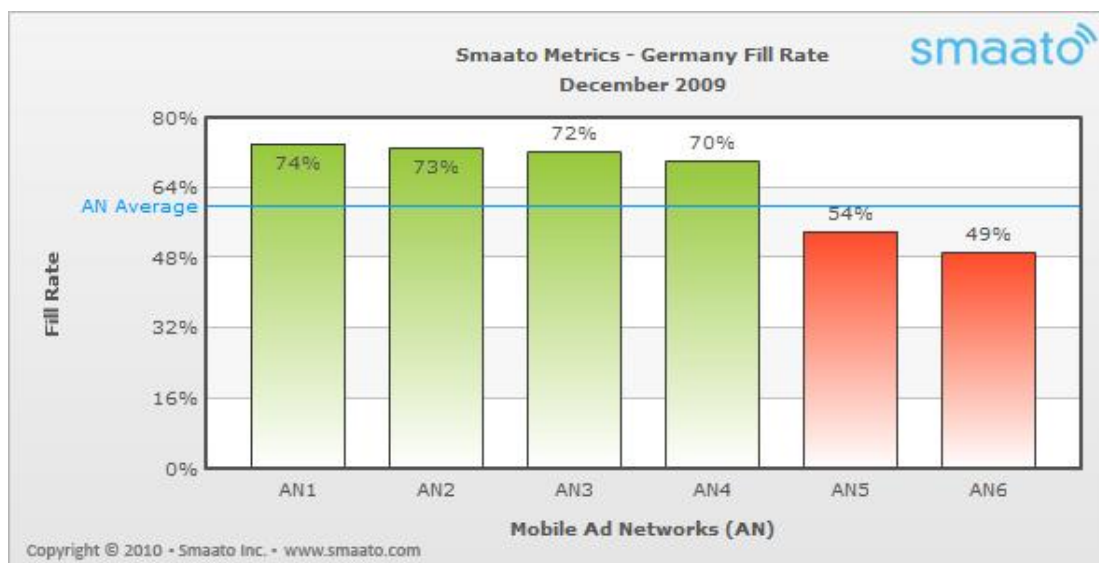


## M-Days: Smaato Publishes Fill Rates of German Mobile Advertising Market

Attachment to the first Smaato Mobile Advertising Metrics

**Redwood Shores, California / Hamburg / Munich – January 28, 2010** – Smaato Inc. ([www.smaato.com](http://www.smaato.com)) a mobile advertising company and leading mobile ad optimizer published during M-Days in Munich the first metrics about the ad networks fill rate in the German market. Two weeks ago the company published the first Smaato Mobile Advertising Metrics.

The average fill-rate in Germany was 60% in December 2009 after optimization by Smaato, which is well above the average fill-rate worldwide (35%) and even above the USA (55%).



Smaato Index – Fillrate der Werbenetzwerke (Ad Networks) in Deutschland, Dezember 2009

Smaato published its first global Mobile Advertising Metrics earlier this month, revealing for the first time a Click Through Rate (CTR) Index by handset operating system. In addition, the Smaato Metrics show a comparison of mobile ad network fill rates worldwide and for the USA. These metrics are based upon 3 billion ad requests served in the Smaato Network in December 2009. The full Metrics can be found here: <http://metrics.smaato.com>.



**Press Contact Smaato Inc.**

Harald Neidhardt  
CMO & Co-Founder  
[harald@smaato.com](mailto:harald@smaato.com)  
@hneidhardt

Neil Robertson  
IF Communications  
[neil@if-communications.com](mailto:neil@if-communications.com)  
@neil\_robertson

**Smaato Inc.**

3 Lagoon Drive, Suite 170  
Redwood Shores, CA 94065  
Phone (USA): +1 (650) 286 11 98  
Phone (Europe): +49 (40) 3480 9490

[www.smaato.com](http://www.smaato.com)  
@smaato

**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 2.000 publishers have signed up with Smaato as a partner to monetize their content in 215+ countries and Smaato is managing 3 billion ad requests per month.

SOMA's unique feature is the aggregation of 34+ 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.