

Smaato Names Madvertise as 33rd Ad Network Partner

-- Partnership sustains Smaato's lead as largest mobile advertising network in the industry --

Redwood Shores, CA / Berlin, Germany – November 23, 2009 – During Mobile Monday Berlin today, Smaato Inc., the leading global mobile ad optimizer and mobile advertising company, announced that Madvertise, the leading regional ad network, has joined the Smaato network as its 33rd ad network partner. This cements Smaato's leading global position by having the largest network of advertising partners in the industry. For more information please visit www.smaato.com.

"We see this new partnership with Madvertise to be a great added value to our secret sauce in being able to deliver the most far reaching services globally - with relevant, local mobile advertising for our publishers," said Ragnar Kruse, CEO & Co-Founder of Smaato.

Carsten Frien, CEO of Madvertise stated: "We are glad to partner with Smaato. This partnership extends our reach in our core markets and enables us to run global advertising campaigns on the Smaato network."

Madvertise is the leading regional ad network in Germany, Austria and Switzerland with a strong mobile website and mobile application publisher network.

Smaato started building its SOMA (Smaato Open Mobile Advertising) platform as a mobile advertising optimization platform with its first partner Third Screen (now part of AOL) and leading ad network partners like AdMob (now part of Google). It extended the number of partners internationally, including expansion into Asia with partners in India, Singapore, Philippines, Malaysia and Japan. With Madvertise (www.madvertise.de) joining the partnership, Smaato has strengthened its presence in Europe and secured SOMA's position as being the world's largest platform for mobile advertising mediation.

Smaato has built a long-standing reputation in the mobile advertising market as an innovator for the mobile optimization segment delivering ads in over 215 countries for mobile web and mobile apps.

The SOMA platform supports all of the most popular handsets, including iPhone, Blackberry, Palm and Android – whether for in-application or mobile internet advertising. Providing

availability on a variety of handsets gives SOMA far greater reach for multi-platform developers who create content and applications beyond the iPhone.

The SOMA platform benefits publishers with:

- Connected to over 30 ad networks
- Automated data collection across networks
- eCPM optimization based on live revenue forecasts
- Manual override of house ads
- Dynamic campaign selection (not daisy chain)
- Rules engine: Traffic & targeting management.

Benefits for ad networks include:

- Extended reach (including moving from online ad networks towards mobile)
- Reach across all mobile platforms (iPhone, Android and all other OS platforms; mobile web and mobile apps)
- Target by location, gender, demographics, age (if provided by publisher)
- Extended reach in regions, and inventory beyond borders.

“With our 33rd partner we have more ad network partners as anybody else in the market – and Smaato provides an iPhone SDK and one API to automatically access publishers inventory to all ad networks connected,” added Ragnar Kruse. “Our publisher partners do not need a separate agreement with an ad network to get started because one agreement with Smaato provides for all access to the partners ad inventory in over 215 countries”.

About Smaato

Smaato Inc. 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. www.smaato.com

About Madvertise

Madvertise is the market leader in the mobile ad network and marketplace segment in Germany, Austria and Switzerland. Madvertise co-operates closely with well-known advertisers, media agencies, mobile websites and mobile application developers. Madvertise` exclusive focus on the mobile Internet makes it the ideal partner for top performing mobile advertising campaigns and monetization. www.madvertise.de