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adsmobi continues Mobile Advertising Expansion with the opening of a new office in Singapore

Wandrille Pruvot will be new Sales Director Asia Pacific Region

New York, NY/Singapore February 10, 2011 (www.adsmobi.com) – The expansion of adsmobi’s business is reaching its next milestone. The company announced today the opening of a new office in the APAC region.

Wandrille Pruvot will hold the Regional Sales Director APAC based in adsmobi’s Singaporean office. He will lead adsmobi’s business in the fast growing Asian markets. Wandrille has a heavy international experience in the Mobile Advertising industry. Before joining adsmobi, he built up the European office of Singapore-based company Buzzcity, led the sales effort of Mobile Entertainment company Mediaplaza in Canada and worked as a Business Development Consultant for the premium SMS provider Netsize in California. His roles have always been with a worldwide focus, especially on fast growing mobile countries as APAC.

“adsmobi’s first year was very successful! We generated increasing revenues and ties to brands and service companies in the global Mobile Advertising industry. We are glad to expand our worldwide service with the opening of our office in Singapore!” stated **Ramy Yared**, MD of adsmobi Inc.

John Rankin will assume the Regional Sales Director EMEA, based in London. Before joining adsmobi he spent the last two years as Commercial Director of London based mobile agency Adeye, where he was involved with large mobile consumer advertising and marketing projects across sectors such as brewing, retail, sport and broadcast TV. John has worked across Europe in Mobile and IT since 2000 for companies and clients such as BT, BBC, Siemens, Vivendi/Vizzavi, Manchester United, Coca Cola and Vodafone.

About adsmobi Inc.

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers, the advertiser “buy side” of the mobile advertising ecosystem. adsmobi delivers premium advertising traffic and global reach for advertisers through a partnership with the leading mobile mediation and optimization platform Smaato.

adsmobi matches agencies and brands, with the best mobile publisher inventory to achieve their mobile ROI goals. The adsmobi ad server will help effectively manage media spending with the flexibility to target a desired audience at the right time, at the right place, on the right device.