



Mobile World Congress 2010:

adsmobi launches global Mobile Media Buying Platform

New mobile advertising service kicks off with mobile inventory base of 2500 publishers worldwide

New York / Barcelona, Spain: adsmobi Inc. announced today the launch of their new mobile media-buying platform. adsmobi is a newly formed company in the exploding mobile advertising space enabling advertisers to reach their mobile audience worldwide. adsmobi is based in New York City.

adsmobi has partnered with ad network aggregator Smaato and has access to Smaato's worldwide network inventory of 2500+ publishers with 4+ billion ad requests monthly. adsmobi delivers value to brands and mobile advertisers by providing targeted access to premium mobile inventory consisting of mobile website publishers and mobile applications — including apps for iPhone and Android devices.

The adsmobi team is led by Ramy Yared, Managing Director formerly with Smaato and Buzzcity. adsmobi will provide advertisers with sophisticated targeting capabilities such as location, audience selling, demographic targeting as well as channel categories. Advertisers will have online access to analytics and performance data.

About adsmobi Inc.

adsmobi is a mobile media buying platform that focuses on placing successful mobile campaigns for mobile advertisers. adsmobi delivers premium advertising traffic for advertisers through partnerships with leading mobile mediation and optimization platforms.

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

Managing Director Ramy Yared has experience of more than 6 years in mobile advertising through his recent senior sales positions with Smaato Inc. and Buzzcity Ltd. During that time he was involved in driving ad revenue growth for both mobile advertising service leaders. Prior to Buzzcity, Ramy helped build the Americas presence of Media Plaza and was also based in their Paris headquarters.

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