



## **Heidi Lehmann of Third Screen Media Elected to MMA Board of Directors**

*Industry Leader Known for Development of Mobile Advertising Guidelines*

**BOSTON – February 26, 2007** – Third Screen Media, the leading provider of mobile advertising software and services, today announced that Heidi Lehmann, vice president of strategic development, has been re-elected to the Mobile Marketing Association’s (MMA) 2007 North American Board of Directors. In addition to her role as a board member, Lehmann will continue to co-chair the MMA’s Mobile Advertising Committee.

“The MMA welcomes Heidi’s active participation on the board for her second year of service,” said Laura Marriott, executive director of the MMA. “We look forward to Heidi’s continued contributions on the board as well as in the leadership of the mobile advertising committee to bring further development of consistent guidelines and best practices to an industry that has grown by leaps and bounds in recent years.”

While serving as co-chair of the MMA Mobile Advertising Committee over the past two years, Lehman introduced and received MMA approval for the first global mobile advertising format, currently in use by the Association. In her role at Third Screen Media, Lehmann helps streamline ad management and delivery on mobile networks, allowing mobile content providers to monetize their advertising inventory. Prior to joining Third Screen Media, Lehmann was partner and managing director of the marketing technology consultancy, Emerging Interest, where she was responsible for strategy and operations of the firm’s Advertising Road Show, a program that brought marketing technology innovators together with marketing decision-makers.

“I am extremely honored to join my esteemed colleagues on the MMA 2007 Board of Directors,” Lehmann said. “This past year has been one of significant growth for the mobile advertising industry. As advertising standards continue to be developed and third-party data and research help drive the mobile advertising buy, large-scale mobile advertising campaigns will become quite commonplace.”

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**About Third Screen Media**

Third Screen Media (TSM) is a software and services company that enables advertising on mobile phones and wireless devices. TSM's MADX product suite links advertisers, publishers, and mobile phone carriers together on a common platform to increase the efficiency and time-to-market for the buying and selling of mobile advertising in WAP, video, MMS and downloadable applications. MADX goes beyond ad delivery by providing in-depth research, planning and publisher inventory management analytical tools, yielding the highest possible ROI. Third Screen Media also operates the TSM|Network, the largest single source of mobile advertising inventory offering best-in-class content, targeted demographics and broad reach. Customers and partners such as USA TODAY, MasterCard, Dunkin Donuts, MSN, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage advertising campaigns uniquely optimized for mobile devices. For more information about Third Screen Media, visit [www.thirdscreenmedia.com](http://www.thirdscreenmedia.com).

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