



THIRD SCREEN MEDIA'S TSM|NETWORK EXPANDS TO 225 MILLION MONTHLY IMPRESSIONS

Brands Aggressively Establishing and Expanding Their Mobile Web Presence

BOSTON – May 8, 2007 – Third Screen Media, the leading provider of mobile advertising software and services, today announced that as of Q1 2007 more than 185 publishers have joined Third Screen Media's TSM|Network, North America's largest, single source of mobile advertising inventory. The influx of publishers represents more than 225 million monthly advertising impressions and highlights the increased opportunities for brands to expand their advertising efforts to the mobile Web.

Publishers, including AccuWeather, Boston.com, Fox News, the Gannett network of newspapers, Maxim, Wapipedia and WWE have adopted Third Screen Media's first-to-market MADX technology to ad-enable their mobile content, while at the same time aggressively establishing their mobile Web presence. The surge in ad-enabled mobile Web properties has led major brands to turn to the cell phone for their advertising initiatives, evident by the increase in campaigns launched with Third Screen Media's TSM|Network—more than triple the number in Q1 2007 compared to Q1 2006.

"The overall increase in activity in the mobile space is due to the extraordinary potential for targeted mobile advertising campaigns," said Roger Entner, senior vice president, Communications Sector, IAG Research. "As the opportunities in mobile advertising continue to grow, so too will the number of players looking to take advantage of this unique ability to reach millions of individuals on such a personal device."

Advertising opportunities on the mobile platform has enabled content providers to expand, support and drive traffic to their mobile content offerings, as well. Mobile content providers such as Flycell, Cellfire, Jamster, Limbo Mobile, Dada Mobile and PlayPhone rely on Third Screen Media's TSM|Network to deliver relevant advertising to targeted mobile phone users to drive traffic to their respective mobile Web sites. The consumer's continued use of the mobile platform to access games, ringtones, wallpapers, videos and mobile coupons benefits mobile content advertisers and targeted advertising ensures that these companies reach their desired audiences.

"In this quarter alone, we have seen a surge of brands including mobile as part of their integrated marketing programs and campaigns," said Tom Burgess, CEO, Third Screen Media. "As companies have recognized the need for mobile advertising, publishers have responded by expanding their Web presence and ad-enabling their sites. Mobile campaigns, including the U.S. Navy click-to-video campaign and



Cisco's re-branding initiative, have become the model for the new age of effective mobile advertising campaigns. It's a very exciting time for Third Screen Media and the industry at-large."

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About Third Screen Media (TSM)

Third Screen Media (www.thirdscreenmedia.com) is a software and services company dedicated to enabling advertising on mobile devices. TSM's MADX product suite links advertisers, publishers and 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. The company's TSM|Network is the world's largest and most respected single source of mobile advertising inventory, offering best-in-class content, targeted demographics and broad reach. Customers and partners such as Bank of America, Burger King, CBS, ESPN, MSN, Toyota, USA TODAY, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage and optimize mobile advertising campaigns.

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