



THIRD SCREEN MEDIA AND HOVR JOIN FORCES TO DELIVER ADVERTISING TO MOBILE GAME PLAYERS

Partnership Enables Free, Ad-Supported Mobile Social Gaming Community

BOSTON – May 29, 2007 – Third Screen Media, a leading provider of mobile advertising software and services, today announced a strategic partnership with mobile content provider Hovr (www.hovr.com) to sell and serve ads into Hovr’s free mobile social game applications. The partnership provides advertisers within Third Screen Media’s TSM|Network with yet another avenue to target mobile subscribers while providing free, ad-supported mobile games for members of Hovr’s MobileSpace social gaming network. Hovr, the industry’s first ad-supported, consumer-based mobile content and social network provider, is spearheading the evolution of free mobile content across mobile platforms.

The implementation of targeted advertisements into mobile gaming is another example of the growing number of opportunities available for advertisers through the mobile platform. In-game mobile advertising provides advertisers with access to a wide range of desirable demographics; in particular, the youth audience. According to Telephia, a provider of research to the mobile media market, nearly 19 million mobile consumers downloaded a game in Q1 2007, up 47 percent year-over-year. The rising number of game enthusiasts on the mobile platform has caused brands to seek targeting opportunities for their advertising campaigns.

“We rely on highly targeted and relevant advertising imbedded into our mobile games in order to provide our members with a free gaming environment,” said Vipul Sawhney, president, Hovr. “By partnering with Third Screen Media, Hovr improves the ability to provide our members with a rich gaming experience, supported by opt-in advertisements that are interesting, entertaining and totally relevant to our gamers. At the same time we are providing advertisers within the TSM|Network with a new and compelling way to target audiences desirable to the nation’s leading brands.”

Through its TSM|Network, one of the largest, single sources of mobile advertising inventory, Third Screen Media will sell, manage and deliver advertising for Hovr’s free mobile game communities. Hovr’s AdLogic platform dynamically inserts full-screen, interactive, rich advertisements into the free games, ensuring that advertisers reach the right audiences with relevant campaigns, while protecting the privacy of Hovr’s members. The opportunity to advertise in the ever-popular mobile games arena in a non-intrusive way provides advertisers in Third Screen Media’s TSM|Network with an attractive avenue to reach desired



audiences. Advertisers can now target MobileSpace users by demographics such as age, gender, location and interests with relevant advertisements that appear during the game loading times.

“As the opportunities continue to expand for advertisers, in-game advertising will become a popular choice for advertisers looking to target the most sought-after younger demographic,” said Jeff Janer, chief marketing officer at Third Screen Media. “Our partnership with Hovr provides advertisers within our TSM|Network access to an audience of younger consumers who enjoy playing mobile games on a daily basis.”

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About Third Screen Media

Third Screen Media (www.thirdscreenmedia.com) is a software and services company dedicated to enabling advertising on mobile devices. Its 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 North America’s largest and most respected single source of mobile advertising inventory, offering best-in-class content, targeted demographics and broad reach. Customers and partners, including many of the world’s largest marketers, advertising agencies and media companies rely on Third Screen Media’s products and services to deliver, manage and optimize mobile advertising campaigns. Third Screen Media is a wholly owned subsidiary of AOL’s Advertising.com.

About Hovr Inc.

Hovr is a mobile media company that marries the needs of advertisers seeking to reach the important and growing mobile demographic with the desires of mobile users wanting entertaining content and applications on their mobile phones. Hovr provides users with free ad-supported mobile content such as high-quality, fun-to-play mobile games. The Hovr MobileSpace social network lets users connect, compete and interact with their friends and other players in a compelling community environment. For more information visit www.hovr.com.

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