



THIRD SCREEN MEDIA REACHES NEARLY HALF OF ALL MOBILE INTERNET SUBSCRIBERS

Company Now Delivering New Demographic Targeting Opportunities and 275 Million Impressions Per Month

BOSTON – July 26, 2007 – Third Screen Media today announced that the company now offers advertisers the ability to reach nearly 50 percent of U.S. mobile content subscribers, according to Telephia, the world's largest provider of syndicated consumer research to the telecom and mobile media markets. Third Screen Media's continued momentum that includes execution of twice the number of campaigns in Q2 2007 than the same period one year ago and its recent acquisition by AOL's Advertising.com, signals increasing opportunities for advertising on the mobile platform.

New on-deck carrier ad inventory, organic growth and the addition of AOL's mobile properties to the TSM|Network benefits agencies who have previously found it difficult to purchase mobile media due to fragmented audiences and low impression volumes. Third Screen Media combines the power of mobile advertising with the expansive and proven online reach of Advertising.com and AOL Media Networks. Through Third Screen Media, advertisers have access to nearly 50 percent of all mobile content sites—including top weather, sports, news and social networking sites, while Advertising.com and AOL Media Networks provide advertisers with access to more than 90 percent of U.S. consumers across the World Wide Web.

Prior to the acquisition in Q2, Third Screen Media continued to forge ahead and bring mobile advertising opportunities to an impressive customer and partner list including Bank of America, Cisco, Fandango, FedEx Kinkos, MSNBC, Toyota and The Weather Channel. One of the more recent advertiser customer additions and a founding advertising partner for the Verizon Wireless Mobile Web portal, Discovery Communications, plans to use Third Screen Media to implement 10-12 campaigns this year, in addition to the two campaigns recently completed.

"This past year was crucial for mobile advertising, as brands began investing significant money in repeated campaigns, opposed to just experimenting with the medium," said John du Pre Gauntt, senior analyst, eMarketer. "Over the next year, new technologies such as the iPhone will make mobile even more mainstream for advertisers, as it will provide the best platform for delivering campaigns to their target audiences—consumers looking to interact and form relationships with their favorite brands."



Third Screen Media's [TSM|Network](#) also experienced an increase in overall impressions to 275 million, up from 225 million last quarter. The rapid expansion of the TSM|Network solves the problem for agencies seeking a simple mobile marketplace with a volume of impressions large enough to provide a diverse reach across many audiences. Within the TSM|Network, advertising buyers and sellers are united for unmatched efficiency and results as it offers brands and advertisers the opportunity to target specific audiences in popular content categories like weather or entertainment, as well as with branded sites, including USA TODAY, CBS SportsLine and TV Guide.

"Our success so far in 2007—illustrated by the increase in impressions and the influx of brands joining the [TSM|Network](#)—points to the overall growth of the mobile advertising market and the acceptance of the mobile entertainment and content platform," said Tom Burgess, CEO, Third Screen Media. "In addition, the company's recent acquisition by AOL marks a significant milestone for the industry, as once the integration is complete, our combined reach and ability to measure online and mobile campaigns will change the way advertisers look at the comprehensive ad buy."

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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 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.

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