

Contact: Alisa Davis
415-677-9125 Ext. 202
alisa@vsconsulting.com

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Greystripe Launches Full Range of Banner Ads for the iPhone

Leading independent mobile advertising network brings its iFlash technology to rich media banner ads

(SAN FRANCISCO, CA) – May 19, 2010 – The leading independent mobile advertising network, Greystripe, announced today they have expanded their mobile advertising solutions to include a full range of in-application banner ads. The Company's most engaging banner ad format utilizes its iFlash Technology and is similar to Apple's iAds, which Apple plans to release later this summer. Greystripe is expanding its mobile ad solutions to meet advertiser demand for broad reach and publisher demand for more monetization options.

Greystripe's iPhone banner ads come in a variety of formats including static, animated and expandable-to-full screen rich media. Like all Greystripe ad formats, banners provide a variety of click-to-options that do not require the user to leave the application, including click-to-web, click-to-buy, click-to-map and many more. Following this release of iPhone banners, the Company plans to roll out its banner ad formats across all major mobile platforms, with Android support in the next few months.

“Advertisers can now satisfy all of their mobile advertising needs with Greystripe. By leveraging a mix of full screen and banner ads, advertisers can achieve their desired balance of engagement and reach for their budget.” said Kevin Granath, VP of Sales at Greystripe.

The expandable-to-full screen format has many similarities to Apple's iAd format but will utilize Greystripe's proprietary iFlash technology to enable advertisers to develop engaging and interactive ads in Flash and deliver them to the iPhone as HTML5.

Advertisers who develop Flash advertising campaigns using Adobe tools and workflows will now be able to develop their own creatives for a fraction of the cost it would take to code ads in HTML5. According to Adobe, over 90 percent of creative professionals have Adobe software on their desktops. Greystripe also offers a full range of creative services.

Banner formats are a complement to Greystripe's full range of full screen ad formats. The company holds 75% market share of the full screen rich media mobile market, serving over one billion of these impressions so far this year. comScore Inc. reports Greystripe's full screen iFlash custom ads produce 2-5% CTRs on average, with 15-30+

seconds of user engagement. The company expects the same high levels of interaction with its click-to-full screen rich media banner ad format.



For developers, Greystripe's banners ads provide more opportunities to integrate advertising.

“Greystripe banner ads expand our advertising options in a way that ensures a great user experience and earns revenue.” said Tim Buick founder of PBJ Studios, which has integrated Greystripe banners into their Descrabbler application. “We have gotten great results with Greystripe's full screen ads. With banners, they now deliver every ad format that we need for monetizing our mobile applications.”

Developers can download Greystripe's new SDK with banner support at <http://www.greystripe.com/developers/>.

For more information, please visit: <http://www.greystripe.com/wp-content/uploads/2010/03/GreystripeBanners.pdf>.

About Greystripe

Greystripe is the world's leading independent mobile advertising network. Greystripe delivers the highest engagement for advertisers the maximum revenue for publishers and app developers, and the best ad experience for users across all major mobile platforms, reaching tens of millions of mobile users.

Greystripe's proprietary advertising platform currently serves ads into more than 2,500 application titles, supporting over 1,400 handset models globally.

Greystripe was named the E-Tech CTIA award winner for the Mobile Marketing/Mobile Advertising category in 2009, AlwaysOn OnMedia 100 winner in 2009, AlwaysOn Global 100 winner in 2008, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006.