

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

Greystripe Updates its iPhone Advertising SDK 'Over the Air' For Instant Compatibility with Apple's iOS4 Platform

"Over the air" update means iPhone developers get product upgrade without resubmission to Apple leading to zero downtime and continued ad revenue

SAN FRANCISCO, Calif. (XX) -- Greystripe, the leading independent mobile advertising network, today announced an update to its iPhone SDK that makes it compatible with Apple's new mobile operating system (iOS4). Greystripe has updated its SDK "over the air," requiring no effort from developers and publishers to continue running ads in their applications on the Greystripe network.

Developers using other ad networks may need to integrate a new version of their ad network's SDK and resubmit for Apple's approval. Given the recent changes to Apple's iPhone Developer Program License Agreement that prohibit non-independent mobile ad networks, this is a huge risk for developers.

Greystripe, as an independent mobile ad network, is fully compliant with Apple's Terms and Conditions. Developers new to Greystripe can be confident that their applications, with the Greystripe SDK integrated; will move quickly through Apple's approval process. On average, applications including Greystripe's SDK take less than one week for approval from Apple.

"Greystripe is committed to helping developers maximize their revenue with the least amount of effort." said Erica Chriss, VP of Strategy and Publisher Development for Greystripe. "Any developers negatively affected by Apple's new OS or the change in the developer terms and conditions should contact Greystripe. Our easy to integrate SDK can have your apps ad-enabled in a matter of hours."

To make it easy for developers to protect against revenue loss, Greystripe has made its banner SDK available through several mobile advertising mediation layers. As always, developers interested in Greystripe's iPhone and Android full screen ad formats or iPad ad formats can download the easy-to-integrate Greystripe SDK at www.greystripe.com/developers.

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.

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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.

For more information, please visit: www.greystripe.com

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