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Greystripe Announces Five-Day Turnaround for Rich Media Ad Campaigns

Company offers the industry's fastest turnaround, enabling brands to integrate mobile into back-to-school campaigns

SAN FRANCISCO – (August 17, 2010) – For brands looking for quick delivery of mobile advertisements, Greystripe, the leading independent mobile advertising network, announced today it will take existing Flash assets and deliver them to iPhone and iPad in just five days. Greystripe promises not only a quick turnaround, but expansive reach as well; the network currently reaches 30 million US smartphone users.

With its proprietary Lightning Technology, Greystripe delivers Flash creatives as iOS-compliant HTML5 to the iPhone and iPad. For brands looking to target the back-to-school season, getting ads mobile-ready now is critical. Apple's iAds have recently come under scrutiny for the eight to 10 weeks it takes for an advertisement to be developed. This long lag is driven by Apple's tight control over the creative process and reliance on HTML5 for ad development. With Greystripe, advertisers have full creative control over proven, high performance rich media ads that can be turned around in the shortest possible time and developed using industry standard Flash tools.

"With back-to-school season ramping up and holiday season just around the corner, we have a lot of advertisers rushing to launch mobile advertising campaigns," said Michael Chang, CEO. "Our five-day mobile ad program will enable advertisers to integrate mobile into any campaign, right now."

Over the past two years, Greystripe has proven its ability to efficiently turn around engaging, high performing mobile ad campaigns for the world's biggest brands including Buick, Burger King and AXE.

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

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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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