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Greystripe Extends Its Mobile Ad Network to AdWhirl Users Worldwide

Integration provides app developers increased access to Greystripe's full suite of banner ad units, including its expandable iAd-like Immersion Ads

SAN FRANCISCO (August 3, 2010) – Greystripe, the leading independent mobile advertising network, today announced its integration with mobile advertising mediator AdWhirl. This collaboration will enable application developers using AdWhirl to incorporate Greystripe banner ads, including its popular Immersion Ads, Using the AdWhirl SDK, developers will be able to simultaneously integrate Greystripe and other mobile advertising networks, optimizing for maximized revenue and fill.

Greystripe's iPhone banner product suite includes expandable to full-screen rich media Immersion ad units. These iAd-like expandable Immersion Ads provide advertisers multiple ways to engage users without leaving the application, including through advergames, video and mobile websites. Expandable banners utilize Greystripe's proprietary Lightning Technology, which delivers Flash ads to the iPhone as HTML5. These premium ad formats produce industry-leading engagement, and maximize revenue for developers.

"Greystripe's expandable immersion ads are the most engaging available today, which means great revenue for application developers," said Greystripe VP of Publisher Relations Erica Chriss. "We're excited to be working with AdWhirl to widen our base of developers."

Developers interested in trying Greystripe banner ads are encouraged to download the AdWhirl SDK. To integrate Greystripe's smartphone (iPhone or Android) full screen ads or iPad ads, please visit: 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.

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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