

AlwaysOn selects [a•mo•bee] as OnMobile Top 100 Winner

Mobile advertising leader recognized for creating new opportunities in mobile technology



Redwood City, CA – June 2, 2011 – Amobee, the world leader in end-to-end mobile advertising solutions and services, today announces that it has been chosen by AlwaysOn as one of the OnMobile Top 100 winners. Inclusion in the OnMobile 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. Amobee was specially selected by the AlwaysOn editorial team and industry experts spanning the globe based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Amobee and the OnMobile Top 100 companies will be honored at AlwaysOn's OnMobile event on June 15th, 2011, at The Fox Theatre in Redwood City, CA.

This two-day executive event features CEO presentations and high-level debates on how the top emerging mobile companies are creating new business opportunities in the hot, high-growth mobile market.

"The mobile market is booming, as evidenced by top researchers, who are predicting that more smartphones will be shipped in 2012 than PCs, and there will be more mobile Internet users than PC Internet users by 2014," says Tony Perkins, founder and editor of AlwaysOn. "This explosive market is being driven by the companies that made this year's OnMobile Top 100 list. We congratulate the OnMobile 100, a great list of companies that our editors believe represent some of the highest-growth opportunities in the private company marketplace."

The OnMobile 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2011 list.

As a global mobile advertising leader, Amobee delivers a comprehensive set of solutions and services that streamline and simplify the entire mobile advertising process for a wide portfolio of Fortune 500 brands. Sitting at the center of the mobile advertising ecosystem, Amobee offers the world's richest mobile advertising marketplace, dedicated planning and buying, and carrier-grade mobile ad serving technology for publishers, operators, developers and advertisers.

A full list of all the OnMobile Top 100 winners can be found on the AlwaysOn website at: <http://www.aonetwork.com/AOStory/Announcing-2011-OnMobile-100-Top-Private-Companies>

"We are pleased to be recognized as one of the world's most innovative and enterprising mobile companies," said Zohar Levkovitz, Amobee co-founder and CEO. "We have been a pioneer in the mobile advertising market and continue to push the envelop in developing the most advanced mobile advertising solutions for publishers, operators and advertisers."

About Amobee

Headquartered in Redwood City, California, Amobee offers complete, end-to-end mobile advertising solutions and services for advertisers, developers, publishers and operators. With offices in Europe, Asia, Latin America and the US, Amobee enables its customers to run targeted, leading edge mobile ad campaigns on a global scale with unparalleled ROI. Amobee has financial backing from some of the biggest names in venture capital: Sequoia Capital, Accel Partners and Globespan Capital, as well as strategic investments from Motorola, Cisco and leading operators, Vodafone and Telefónica. To learn more, please visit www.amobee.com.

About AlwaysOn

AlwaysOn is the leading business media brand networking the Global Silicon Valley. AlwaysOn helped ignite the social media revolution in early 2003 when it launched the AlwaysOn network. In 2004, it became the first media brand to socially network its online readers and event attendees. AlwaysOn's preeminent executive event series includes the Summit at Stanford, OnMedia, OnHollywood, Venture Summit Mid-Atlantic, OnDemand, Venture Summit Silicon Valley, Venture Summit East, GoingGreen Silicon Valley, and GoingGreen East. The AlwaysOn network and live event series continue to lead the industry by empowering its readers, event participants, sponsors, and advertisers like no other media brand.

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