

GoldSpot Media Announces Partnership with Fractalist China, China's Largest Mobile Marketing Firm

GoldSpot Media expands further into Asian market through three-way partnership with Fractalist China.

Sunnyvale, CA – December 20, 2011 – MEDIAPRO TECHNOLOGY Ltd., known as Fractalist China, today announced a three-way partnership with U.S. mobile rich media advertising company GoldSpot Media and cyber communications Inc. (cci), a total interactive marketing company in Japan. The three parties will work closely to provide advertisers in China with high-quality mobile rich media advertising.

Through cci's partnership with GoldSpot Media as its reseller in the Asia Pacific region, Fractalist China will now become GoldSpot Media's partner in the Greater China region. GoldSpot Media will provide its advanced cloud-based mobile rich media advertising platform for Fractalist China's unlimited use. With the miSpot platform, Fractalist China is able to provide more innovative, dazzling, dynamic, and animated rich media ads that run on all smartphones and tablets.

Goldspot Media is the world's leading mobile rich media advertising platform. miSpot, the cloud-based mobile rich media advertising platform, holds key mobile advertising patents, and allows for animations and rich media that were once limited to television and traditional media to convert and repurpose quickly onto smartphones, tablets, and other emerging mobile mediums. With custom interactions and animation effects, miSpot produces mobile advertising that is more engaging, making a deeper impression on the end user.

Japan cci (cyber communications inc.) is a subsidiary of Dentsu and is Japan's largest Internet advertising company.

In 2010, cci signed an distributor contract to become GoldSpot Media's reseller in the Asia Pacific region. Now, with the cooperation of China's largest wireless marketing company, Fractalist China, the three companies will bring a whole new experience to the advertising industry and Asia's advertisers.

About GoldSpot Media, Inc.

GoldSpot Media is a one stop, self-serve, mobile rich media advertising solution for advertisers and publishers across all smartphones and tablets.

GoldSpot Media's award-winning mobile advertising platform, miSpot, is the only truly open and universal mobile ad platform to deliver ads to any publisher or ad network, across all smartphones and tablets. Our cutting-edge technology and unprecedented advertising formats empower advertisers to capture true consumer engagement while providing a simple and intuitive mobile advertising solution.

A privately-held and venture-backed company, GoldSpot Media is headquartered in Sunnyvale, Calif., with regional offices in New York, San Francisco, Los Angeles, Chicago, Seattle, Japan and India. For more information, visit <http://www.goldspotmedia.com>.

GoldSpot Media's Rich Media Ad Gallery

<http://www.goldspotmedia.com/ad-gallery/>

About MEDIAPRO TECHNOLOGY Ltd. (Fractalist China)

<http://www.fractalist.com.cn/>

Fractalist is a leading mobile marketing company in China. It's founded in 2003, and has served over 400 multinational and local brands in China. Fractalist provides integrated mobile marketing solutions and a user behavior tracking Ad-Network to advertisers, and has a dominant position in automobile, financial service, cosmetics, and IT sectors.

About cci

<http://www.cci.co.jp/en/overview/>

cci was established in 1996 in the early period of online advertising market in Japan and has led the market growth as a subsidiary of Dentsu Inc. cci has established the business model whereby, as a media representative, it makes connections between thousands of online media and advertising agencies in Japan. cci describes itself as a total interactive, one-stop marketing service company that provides various services regarding internet advertising such as media planning, ad serving technology, ad creative service and market.

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