



GoldSpot Media releases miAPI® - Client-Server Mobile Advertising API

Product to enable unified ad sales across media, applications and devices

Sunnyvale, California - May 19, 2009

GoldSpot Media Inc., a leader in interactive mobile media solutions today released miAPI®, a mobile interactive API set for third party developers looking to integrate interactive advertising into their mobile applications. The client-server API includes server XML interface to import campaigns from existing online systems and handset API that offers flexible ways to incorporate interactive advertising into carrier and open mobile platform applications on iPhone, J2ME, BREW, Android, Symbian S60, RIM and Windows Mobile 6.x

While presenting a simple, easy to use interface, the miAPI® client SDK abstracts third party developers from mobile specific idiosyncrasies such as economizing ad distribution over available least-cost mobile data transports, targeting the right ad to the right user at the right location, recycling the ads across applications to maximize impressions, and rendering consistent, high quality, interactive ads across diverse phone operating systems, device aspect ratios and form factors.

“GoldSpot’s miAPI® product serves any mobile campaign -- linear, in-stream, in-app, transition, app-startup or interactive, across multiple applications and devices” said Srini Dharmaji, Founder and CEO. “miAPI® also provides inventory owners with the option to import online campaigns and enhance them with mobile specific interactive capabilities to achieve the best of online and mobile worlds – unified ad sales and trafficking processes, and increased mobile ad revenues through reuse of online ad assets for new mobile opportunities.”

Even though mobile ad inventory continues to grow, the inflection point at which pure rich media ad buys command a significant portion of annual advertiser budgets has yet to be reached. Unified ad serving across mobile applications such as games, video-on-demand, mobile TV, widgets and social apps equips inventory owners with the volumes necessary to attract larger ad buys for the mobile medium.

About GoldSpot Media

GoldSpot Media offers interactive mobile media solutions for all mobile channels, devices, inventory owners and applications. Its unique solution powers profitable new business and revenue models for the entire mobile content value chain by delivering highly targeted, interactive ads in real-time based on demographics, behavioral patterns, device type, context and location. The privately held company is headquartered in Sunnyvale, Calif. with R&D centers in New Jersey, USA and Bangalore, India and sales offices in Europe.

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GoldSpot Media Contact:

Brian Olson +1.408.720.0010

brian@goldspotmedia.com

<http://www.goldspotmedia.com>