

**GoldSpot Media and Solid Ground launch interactive mobile movie trailers for Universal Pictures Germany over Bluetooth**

*Frankfurt, Germany and Sunnyvale, California - March 31, 2009*

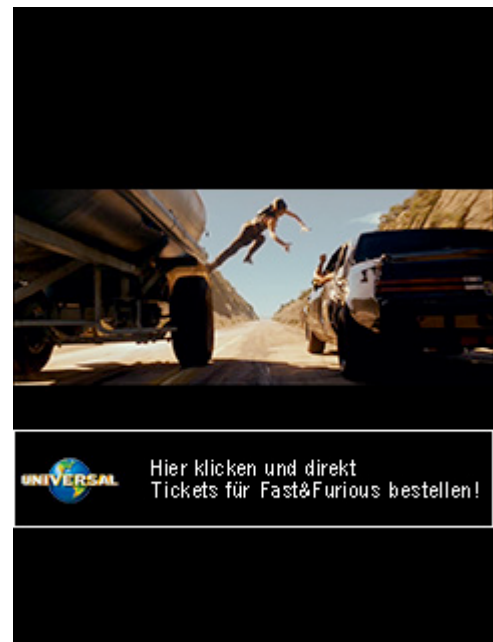


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GoldSpot Media Inc., a leader in mobile interactive advertising solutions and Solid Ground Communications GmbH, a leader in mobile proximity marketing services in Central Europe, launched the first of its kind interactive mobile movie trailer for Universal Pictures upcoming release of “Fast & Furious” in Germany. Interactive trailers for this blockbuster movie are available for download free-of-charge to Bluetooth enabled mobile phones at select cinemas and other public locations throughout Germany. The interactive trailers offer the mobile viewer a one-click access to “Fast and Furious” sweepstakes contest as well as purchase movie tickets for upcoming screenings of the film in select cinema chains in Germany. The interactive trailers are created using GoldSpot Media’s miSpot® interactive advertising technology and delivered via Solid Ground’s b-LAN® Bluetooth cinema network.

“GoldSpot Media’s innovative mobile ad technology brings a whole new level of audience engagement to our trailer promotional marketing program and is expected to drive even more impulse ticket sales and brand engagement among our target audience” said Niels Oeft, Promotions Manager, Universal Pictures International Germany. “This is extremely beneficial to the entire mobile content ecosystem – from Universal, to the cinema distribution chains, down to the mobile payment solution providers”.

“GoldSpot Media is excited to help Universal Pictures Germany pioneer a unique, interactive movie trailer experience and add new dimensions to the Universal brand uplift through audience engagement and one-click cinema ticket purchase.” said Srini Dharmaji, CEO, GoldSpot Media. “Enhancing Solid Ground’s mobile proximity marketing services with our interactive advertising technology creates a compelling business model for marketers to cost effectively interact with their target audience on mobile”



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"Through GoldSpot Media's technology we are able to drive consumer interaction within movie trailers transmitted through Bluetooth. This offers a complete range of new ways to drive transactions straight at the point of sale." said Dr. Wilhelm Bielert, Managing Partner Solid Ground Communications GmbH.

### **About GoldSpot Media**

GoldSpot Media offers the industry's first end-to-end interactive advertising solution for all mobile channels, devices, inventory owners and applications. Its unique solution powers profitable new advertising 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.

For more information, please contact us at [info@goldspotmedia.com](mailto:info@goldspotmedia.com) or visit [www.goldspotmedia.com](http://www.goldspotmedia.com)

### **About Solid Ground**

As a core business unit of the Solid Ground - Group, Solid Ground Communications develops, customizes and operates complex, interactive Proximity Marketing (Bluetooth, WiFi, RFID) and Mobile Internet solutions. Being a turnkey solutions provider and using state of the art proven technology, the company is able to offer customer target group specific Mobile Solutions at outstanding quality levels. Typically, Solid Ground Communications services do include the graphical user interface, the technical development & deployment and the ongoing operations. Solid Ground Communication has offices in Germany (Berlin, Hamburg), Malaysia, Switzerland and USA.

For further information please contact us at [info@solidground.de](mailto:info@solidground.de) or visit [www.solidground.de](http://www.solidground.de) .

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