



GOLDSPOT MEDIA EXPANDS EXECUTIVE TEAM – HIRES MOBILE ADVERTISING EXPERT BRUCE BRAUN

Media Industry Veteran to Drive Relationships with Publishers and Advertisers

Sunnyvale, Calif. – Feb. 2, 2010 – [GoldSpot Media](#), a leading interactive mobile media company, today announced that Bruce Braun has joined the company as Senior Vice President of Sales and Marketing. In this role, Bruce will be responsible for growing relationships with premier publishers, advertisers and ad agencies, app developers and carriers.

Prior to GoldSpot, Bruce was tapped by mobile marketing firm, The Hyperfactory to lead its new mobile analytics company, Agent M, as CEO. Overseeing a global team of planners, designers and developers, Bruce was responsible for the creation of the advanced analytic measurement tool that brings unprecedented accountability and insight to mobile marketing programs.

A true media industry veteran, Bruce comes from a traditional and digital media background spanning more than 20 years with companies such as CBS, USA Networks and Turner Broadcasting. During his career, Bruce was the CEO of TMT Media, one of the largest direct response media buying and management companies in the US. He helped bring Sabela Media, an early force in online ad serving that became 24/7 Real Media, from Australia to the US. Moving to Moviso (later InfoSpace Mobile) he was a pioneer in making the case to national brands for mobile advertising

“Bruce has powerful relationships and a stellar reputation as a leading expert in mobile advertising,” said Srini Dharmaji, Founder and CEO of GoldSpot Media. “His deep expertise in mobile marketing and media coupled with his strong relationships with publishers, marketers and carriers are tremendous assets for our growth. We’re extremely pleased to have him on board.”

Bruce earned a Bachelor of Arts Degree in Radio-TV-Film from California State University, Northridge.

About GoldSpot Media

Consistency is the tipping point in mobile. A consistent interactive user experience across all mobile phones is critical for mass-market adoption of content applications. GoldSpot Media is committed to providing this consistency with ease, using its interactive mobile media solutions to create the optimal interactive user experience that benefits the entire mobile ecosystem. Mobile operators, content publishers and advertisers rely on GoldSpot Media to help them create and deliver the most impactful D2C experience across all mobile devices. The company’s unique, innovative, client-server mobile solutions, [miSpot](#) and miApp, are based on an intellectual property platform that includes scores of patents pending in the areas of mobile ad distribution, insertion, storage, interactivity, reporting and mobile application creation and deployment. The company is



headquartered in Sunnyvale, Calif., with an R&D center in Bangalore, India. For more information, visit www.goldspotmedia.com.

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