

**GoldSpot Media™ Releases miSpot™, a Dynamic Mobile Ad-insertion Solution
End-to-End Product Suite Designed to Help Accelerate Growth of
Mobile Broadcast TV**

BURLINGAME, Calif., May 17, 2007 – GoldSpot Media, a mobile media technology company, today announced the release of miSpot, its dynamic mobile ad-insertion product suite. The unique client-targeting engine will help the mobile broadcast ecosystem maximize mobile advertising revenues and define meaningful and sustainable business models for accelerating mass-market mobile TV.

Industry studies all indicate that the growth of the promising mobile broadcast TV market will be predicated on new partnerships among the key stakeholders in the mobile multimedia ecosystem. Mobile operators are interested in generating new revenue streams from mobile TV and other mobile content offerings, but also recognize that alternatives to a monthly recurring charge model must be explored to stimulate mass market adoption of these services.

“Mobile TV is in a classic “Catch-22” situation – one where an ad-supported mobile TV model is possible only if there is first enough viewership to support the ads,” said Sridhar Dharmaji, President and CEO of GoldSpot. “And currently, there is little incentive for mobile operators to subsidize the service. We believe that miSpot will help define new models for the benefit of all players in the mobile multimedia ecosystem.”

miSpot is a unique end-to-end solution that dynamically inserts non-intrusive, highly targeted, interactive alternative content into mobile phones in real time. The company’s solution acknowledges that although mobile subscribers are socially conditioned to accept advertising in TV programming, the ad formats and audience engagement experience for mobile TV are likely to be very different from advertising in traditional TV and traditional ad models cannot be readily adapted to the mobile world.

“We are transforming the broadcast TV medium into a highly targeted mobile medium for advertising, interactivity and accurate measurements,” said Sanjay Khurana, GoldSpot’s Chief Development Officer. “By leveraging the distribution economies of traditional broadcast, the accurate measurements of online advertising and the targeted interactivity of mobile, GoldSpot is creating a “perfect storm” for rewarding and sustainable revenues for all participants in the mobile multimedia value chain.”

Concurrent with product development, the company is actively negotiating with top-tier mobile operators around the world to host technical trials of GoldSpot’s miSpot solution, including the company’s comprehensive suite of web tools.

About GoldSpot Media

GoldSpot Media (www.goldspotmedia.com) delivers an ad-serving solution that maximizes advertising revenue potential for mobile operators and content providers, and stimulates mass-market adoption of mobile broadcast TV. GoldSpot’s innovative device-based technology dynamically inserts highly targeted, contextual content in real time and delivers instant and accurate measurement feedback. The privately funded company is headquartered in Burlingame, California with an R&D center in Bangalore, India.

GoldSpot, GoldSpot Media and miSpot are trademarks of GoldSpot Media, Inc.