

**GoldSpot Media™ Secures Trials for miSpot™, its Mobile Ad-Serving Platform --
Top-Tier Mobile Operators in U.S. and Europe To Validate Company's
Patent-Pending Technology**

BURLINGAME, Calif., June 12, 2007 – GoldSpot Media, a mobile media technology company, today announced two technical trials of miSpot, its unique client-server, mobile broadcast ad-insertion solution, beginning this summer.

The company will enter into technical trials with a leading mobile operator in the U.S. and a global mobile operator in Europe to validate GoldSpot's technology and learn subscriber privacy requirements needed for a rewarding mobile ad experience.

"We're pleased that mobile operators in both the U.S. and Europe are receptive to our vision and excited about our product suite. This is especially important since market dynamics for mobile operators in Europe are very different from those in the U.S.," said Sridhar Dharmaji, GoldSpot President and CEO. "Having trials concurrently in both locations will allow us not only to better understand each region's unique market requirements but also to help individual mobile operators define new, sustainable and rewarding business models that can drive the growth of mobile broadcast TV."

Industry pundits agree that an ad-supported model is one of the key stimulants for driving mass-market adoption of mobile broadcast service. However, broadcast, while a cost efficient medium for distribution of content, does not lend itself well to targeted advertising. For maximum effectiveness, targeted ad placement in broadcasting requires a specialized ad insertion solution that dynamically inserts addressable ads on the mobile device in real time.

"That's where we come in," said Sanjay Khurana, GoldSpot's Chief Development Officer. "miSpot not only facilitates ads which are based on demographics, behavioral patterns, context, and user location, but also encourages interactive mobile advertising campaigns. The end result provides advertisers with a very compelling medium for audience engagement, while making the consumer viewing experience relevant and rewarding."

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 a research and development center in Bangalore, India.

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