



**GOLDSPOT MEDIA ANNOUNCES INTERACTIVE
CAMPAIGN CREATION STUDIO FOR MOBILE**

Product to support J2ME, Symbian, iPhone and WM6.0 handsets

SUNNYVALE, Calif., September 4, 2008 – GoldSpot Media, pioneering interactive advertising solutions for mobile video and broadcast, today released miSpot 2.5, an end-to-end solution for interactive campaign creation, ad serving and analytics for all mobile content applications.

GoldSpot Media manages and delivers non-intrusive, personalized, interactive advertising campaigns across all mobile channels, inventory owners and applications. Offering a unique end-to-end, dynamic ad insertion solution, GoldSpot Media drives profitable mobile advertising business models for service providers, content providers and broadcasters, while providing campaign effectiveness, accurate measurements and audience engagement for advertisers.

“Advertisers need an end-to-end solution for cost-effective creation and execution of call-to-action advertising campaigns across all mobile devices” said Lionel Pelamourgues, Vice President, Products and Solutions. “GoldSpot Media delivers on the challenge of advertiser ROI by providing an interactive campaign creation studio for designing low-cost in-ad or in-content interactivity elements for all mobile form factors, resolutions and device types. Our easy-to-use, web based, end-to-end technology allows advertisers to drag and drop call-to-action elements into ad campaigns targeted to the context, profile, behavior or location of the users without worrying about the underlying mobile technologies”.

Even though interactive advertising is of great interest to advertisers, the mobile medium with its diverse device ecosystems presents many barriers to make it a reality. The power of audience engaging call-to-action advertising can be fully harnessed only if interoperability and presentation of interactive ad content over a wide variety of devices is addressed.

“Reuse of ad assets across devices and applications is critical to achieve economies of scale and profitability in mobile advertising” added Srini Dharmaji, President and CEO. “The miSpot platform provides advertisers with a single point of ad buy for targeted call-to-action impressions, while delivering the campaigns economically and non-intrusively to the mobile consumer ”.

GoldSpot Media will be demonstrating miSpot 2.5 to select customers and partners during CTIA Wireless I.T. & Entertainment 2008 in San Francisco (September 10 – 12) and IBC 2008 in Amsterdam (September 12 – 16). Please contact sales@goldspotmedia.com to schedule a demonstration.

About GoldSpot Media

GoldSpot Media offers the industry's first end-to-end interactive advertising solution for all mobile channels, inventory owners and applications. Its unique solution powers profitable new advertising revenue models for the entire mobile content and video value chain by delivering highly targeted, non-intrusive ads in real-time based on demographics, behavioral patterns, device types, context, and location. The privately held company is headquartered in Sunnyvale, Calif. with a R&D center in Bangalore, India and sales offices in Europe and Malaysia. For more information, visit <http://www.goldspotmedia.com>.

###

miSpot, GoldSpot and GoldSpot Media are registered trademarks of GoldSpot Media, Inc. All other company and product names may be trademarks of their respective owners.