

GOLDSPOT MEDIA NAMED FINALIST IN 2011 CTIA E-TECH AWARDS, BEST MOBILE MARKETING PRODUCT

GoldSpot's miSpot™ Platform Earns Recognition after Powering Innovative Rich Media Campaigns for Toyota, Hewlett-Packard, AUDI, Toshiba, KIA Motors and More

Sunnyvale, CA, March 8, 2011 – GoldSpot Media -- the leader in interactive rich media and video advertising solutions for mobile web and applications -- was named a finalist in CTIA's prestigious Emerging Technology (E-Tech) Awards competition. The company's miSpot for Advertisers Platform, which enables Advertisers and Publishers to build and launch rich media ads across all smartphones and tablets, was selected in the Best Mobile Marketing category. miSpot™ for Advertisers has generated millions of impressions for major consumer brands including Toyota, Hewlett-Packard, AUDI, Toshiba, KIA Motors, Brother and more.

The [CTIA E-Tech Awards](#) honor the most innovative new products in 14 categories spanning the areas of mobile apps, consumer electronics, enterprise and infrastructure. Winners will be announced at [International CTIA WIRELESS® 2011](#), taking place March 22-24 at the Orange County Convention Center in Orlando, Florida. Pre-conference seminars begin on March 21.

Using miSpot, advertisers can create and manage rich media and video ad campaigns -- both in-app and mobile web -- from one simple-to-use web interface. miSpot allows advertisers to create a rich media ad just once and deliver it across all smartphones and tablets, including iPhone, Android, Blackberry and iPad.

"The mobile advertising market has responded positively to miSpot – a very unique ad platform for rich media ad creation, universal ad tag distribution, insertion order management across publishers & ad networks and ad tracking & verification," said Srini Dharmaji, CEO and Founder, GoldSpot Media. "We're delighted to receive this recognition from the CTIA E-Tech Awards, which reinforces our belief that video and rich media represent the future of mobile display advertising."

More than 300 entries were judged by a panel of media and industry analysts and scored on innovation, functionality, technological importance, implementation and overall "wow" factor. E-Tech winners, including Best of Show and Best Online Pick will be announced at the awards ceremony on Wednesday, March 23 at 2:00 p.m. EST from CTIA's Exhibit Innovations Stage on the tradeshow floor.

Between now and March 23, website visitors may vote for the "Best Online Pick" at www.ctiashow.com/awards. International CTIA WIRELESS show attendees will vote onsite via text message for entries in the E-Tech Awards display to win "Best in Show."

About GoldSpot Media, Inc.

GoldSpot Media is the leader in rich media and video advertising solutions for smartphones and tablets. GoldSpot's innovative mobile advertising solution, miSpot, is based on scores of patents pending in the areas of mobile ad distribution, insertion, storage, interactivity, reporting and verification. **miSpot for publishers** is the only open mobile advertising platform to deliver rich media ads from any agency. **miSpot for advertisers** is the only universal mobile ad platform to create, deliver, and verify rich media ads across any publisher or ad network. The company is headquartered in Sunnyvale, California, USA, with Sales offices in New York and Japan, and an R&D center in Bangalore, India. For more information, visit www.GoldSpotMedia.com

About CTIA Shows

CTIA shows bring together all industries advanced by wireless technology for intense business, learning and networking. International CTIA WIRELESS® 2011 takes place at the Orange County Convention Center in Orlando, Florida, March 22-24. CTIA ENTERPRISE & APPLICATIONS™ 2011 takes place in San Diego, October 11-13. Visit www.ctiashow.com. CTIA–The Wireless Association® is an international organization representing the wireless communications industry. Visit www.ctia.org.

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