

# Press Release

## Two Acquisitions from Mobile Advertising “Winners List” in 2007

### Expect Continued Player Consolidation in 2008 and Revenue Model Shift

Redwood City, CA, January 17, 2008: EJL Wireless Research is pleased to announce that two of the eight companies picked as “winners” in the “Global Mobile Advertising Market Analysis” report in 2007 were acquired and a third has received substantial funding from mobile operators Vodafone and Telefonica Moviles.

We continue to believe that the five remaining companies on the winner’s list will ultimately find market success while those that were rated as losers or “needs work” may face a willing (or unwilling) exit from the market by the end of 2008.

“Both Third Screen Media and Enpocket were able to successfully exit in 2007 while Amobee Media Systems picked up financial backing from two of Europe’s leading mobile operators,” says founder and President, Earl Lum.

“The mobile advertising industry underwent dramatic changes in 2007 from being the buzz at CTIA in Orlando early in the year to somewhat obscurity by the CTIA in San Francisco in October. The market is now undergoing a reality check as companies address the issues discussed in the report and the advertising model shifts from CPM to CPC/CPA” says Lum.

#### **About EJL Wireless Research**

EJL Wireless Research provides proprietary, accurate and cutting-edge market analysis and consulting services on the wireless technology ecosystem. The firm focuses its research on all vertical elements of the wireless ecosystem including mobile subscribers, mobile operators, mobile handsets,

mobile infrastructure and mobile content. In addition, the firm provides analysis across horizontal technology suppliers including RF semiconductor materials, RF semiconductor/components, subsystems and OEMs. Our goal is to provide our clients with mission critical market analysis and information.

EJL Wireless Research is managed by Earl Lum. Mr. Lum has 16 years of experience within the wireless industry including 8 years as an Equity Research Analyst on Wall Street covering the global wireless industry. The company is headquartered in Redwood City, CA. For more information about EJL Wireless Research, please visit the company's website at [www.ejlwireless.com](http://www.ejlwireless.com).