

Press Release

EJL Wireless Research Predicts Global Mobile Advertising Market Correction and Consolidation before Growing to USD \$9.5 billion in 2011

Significant mobile technology and personal behavior barriers create high risks for the industry.

Redwood City, CA, May 30, 2007: “The global mobile advertising market is estimated to reach USD \$9.5 billion in gross revenues by 2011, according to the just released report from EJL Wireless Research titled ‘*Global Mobile Advertising Market Analysis 2006-2011, 1st Edition*,’” says founder and President, Earl Lum.

The United States mobile advertising market is expected to reach USD \$2.3 billion, roughly 25% of the overall market by 2011. The largest segment is expected to be mobile couponing reaching almost USD \$4 billion by 2011 or 42% of the overall market. The report analyzes current mobile advertising industry technologies including: SMS/MMS, CSC SMS, USSD, mobile search, mobile display, mobile video, sponsored content, ad supported MVNOs, mobile couponing and proximity mobile advertising.

“We believe that the recent transaction involving Third Screen Media and AOL is the tip of the M&A iceberg for the mobile advertising industry and anticipate and recommend a significant consolidation of the industry to create market efficiencies that will eventually lead to explosive growth” says Lum. However we note that issues regarding 3G services, data plan pricing, ARPU, personal behavior and negative advertising stigma remain significant market barriers for the mobile advertising industry.

The report is currently available for purchase and information can be downloaded at www.ejlwireless.com.

About EJM Wireless Research

EJM 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.

EJM Wireless Research is managed by Earl Lum. Mr. Lum has 15 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. USA. For more information about EJM Wireless Research, please visit the company's website at www.ejmwireless.com.

###