

WiFi specialist Spotigo closes strategic partnership with mobile advertising developer Smaato

Düsseldorf / Las Vegas, April 1st, 2008 - Spotigo, the international B2B software and service provider for the market of mobile broadband and location-based services, expands its partnerships. Smaato, a mobile advertising company has been chosen to include their solution into Spotigo's WiFi SmartClient software package. This package already contains a WiFi connection manager, hotspot finder, content push capabilities and the WiFi-based positioning solution "WiPS". Smaato's mobile advertising platform SOMA allows integrating targeted ads into partner applications. By combining Smaato's technology and Spotigo's WiFi SmartClient, the companies expect to push the mobile broadband market as well as the market of location-based-services.

"We are excited about Spotigo joining our growing list of mobile developers starting to use SOMA, the Smaato Open Mobile Advertising platform. Together we can push the envelope of mobile advertising down to a more local level" comments Harald Neidhardt, CMO & Co-Founder of San Mateo (CA) based Smaato Inc.

Cristina Álvarez, business development manager at Spotigo states: "We are convinced of the potential of targeted mobile advertising and therefore we are glad that we have found a partner like Smaato. It allows us to open up new revenue sources for our customers because it lifts our products to a new level: The combination of our WiFi-based Positioning Solution "WiPS" with Smaato's solution converts our WiFiSmartClient into an all-embracing tool that also allows offering location-based advertising - independently from GPS or GSM."

About Spotigo

Spotigo started operations in the beginning of 2005 and became one of the leading European software- and services company providing innovative technology to the WiFi and LBS market. Spotigo distributes a WiFi SmartClient, a software solution that enables internet users to find and log on to WiFi hotspots automatically. Another core product is the WiFi-based Positioning Solution ("WiPS") through which service providers are able to provide location-based services even indoors and independently from any GPS-hardware or GSM-operators. Furthermore Spotigo manages the largest search-service for WiFi access points with over 250.000 listed hotspots worldwide.

For more information see www.spotigo.com.

About Smaato

Smaato Inc. is a leading mobile advertising technology company that provides the open mobile advertising platform called SOMA™ (Smaato Open Mobile Advertising) for developers, publishers, ad sales networks and operators. The SOMA platform enables the delivery of targeted display advertising to mobile phones within applications and on mobile sites.

SOMA's unique feature is the SOMA client, which is a mobile ad server on the handset that optimizes the process of ad-enabling applications for mobile software developers. Smaato is an active member of the Mobile Marketing Association, the dot.mobi Advisory Group and the German digital media association BVDW. Smaato received a Top 100 Private Company award by AlwaysOn Media (US) in January of 2007. Smaato Inc. is based in San Mateo, California. The privately held company was founded in 2005 by an experienced international management team. The European office is in Hamburg, Germany.

For more information see www.smaato.com

Media Contact for Spotigo:

Peter Tabor
Spotigo GmbH
Phone: +49 (0) 211 – 416 52 86
Mobile: +49 (0) 1577 – 474 95 52
Fax: +49 (0) 211 – 416 52 88
E-Mail: peter.tabor@spotigo.com
www.spotigo.com

Media contact for Smaato:

Tina Kulow for Smaato
*kulow kommunikation
Phone: +1 - 415 670 91 12
Mobile: +49 (0) - 171 806 54 96
E-mail: tina@smaato.com
<http://www.smaato.com/>