



**MINDSHARE INTERACTION, THIRD SCREEN MEDIA BRING I CAN'T BELIEVE IT'S NOT BUTTER!®
AND FABIO TO THE MOBILE SCREEN**

*Consumer Packaged Goods Mobile Advertising Campaign Brings Online Content,
Consumer Engagement to the Third Screen*

BOSTON – November 14, 2006 – Third Screen Media, the leading provider of mobile advertising software and services, today announced that actor and romance novel cover model Fabio has officially hit the third screen thanks to a mobile advertising campaign launched by Unilever's I Can't Believe It's Not Butter!® brand on November 9th.

With the assistance of Mindshare Interaction, Unilever launched the I Can't Believe It's Not Butter!® campaign on Third Screen Media's TSM|Network to reach the brand's target audience on mobile handsets across the US. The I Can't Believe It's Not Butter!® mobile initiative features a WAP site that closely mirrors the brand's *Kitchen of Love* online counterpart, featuring Fabio. The site enables users to download video content, send *Fabio-grams* to friends and view recipes provided by Unilever.

"The mobile environment we created for the brand not only enables consumers to interact with our brand in new and exciting ways, but also allows users to learn about the brand on their own time and importantly, at their own discretion" said Ryu Yokoi, Unilever Associate Brand Manager.

In addition to marking the inaugural consumer packaged goods (CPG) brand on the TSM|Network, the campaign marks the most significant foray into mobile advertising for Unilever, one of the largest consumer brand companies in the world. Third Screen Media and its TSM|Network—totaling more than 130 million unique monthly impressions—has welcomed numerous brands to the mobile advertising platform as firsts in their respective industries, including CIBA AG for pharmaceuticals, Lexus for automotive, and American Express for financial services, among many others.

"The mobile advertising buy has become an important part of a brand's overall advertising strategy," said Margaret Clerkin, senior partner and managing director, MindShare Interaction. "Unilever's inaugural mobile campaign represents an industry's recognition of the effectiveness of targeting consumers on a device that is both personal *and* portable; the mobile device."

As the world's largest, single source of mobile advertising inventory, the TSM|Network offers brands and advertisers the opportunity to reach distinct audiences in popular content categories and branded publisher sites such as Go2, Hollywood.com, and TV Guide. Mindshare Interaction leveraged the



TSM|Network's complete campaign planning, management and execution offering, including the selling and delivery of content, as well as monthly results reporting.

"The arrival of one of Unilever CPG brands to the mobile platform signifies another significant, strategic move by Mindshare Interaction to deliver innovative advertising programs and media to a targeted audience on behalf of their global brands," said Tom Burgess, CEO, Third Screen Media. "Mindshare Interaction stands among our leading agency partners that recognize the power of harnessing the many opportunities that exist for brands on the mobile platform."

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About Third Screen Media

Third Screen Media (TSM) is a software and services company that enables advertising on mobile phones and wireless devices. TSM's MADX product suite links advertisers, publishers, and mobile phone carriers together on a common platform to increase the efficiency and time-to-market for the buying and selling of mobile advertising in WAP, video, MMS and downloadable applications. MADX goes beyond ad delivery by providing in-depth research, planning and publisher inventory management analytical tools, yielding the highest possible ROI. Third Screen Media also operates the TSM|Network, the largest single source of mobile advertising inventory offering best-in-class content, targeted demographics and broad reach. Customers and partners such as USA TODAY, MasterCard, Dunkin Donuts, MSN, The Weather Channel and the world's largest advertising agencies rely on Third Screen Media's products and services to manage advertising campaigns uniquely optimized for mobile devices. For more information about Third Screen Media, visit www.thirdscreenmedia.com.

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