



**THIRD SCREEN MEDIA SELECTED BY ALWAYS ON MEDIA AS
TOP 100 PRIVATE COMPANY AWARD WINNER**

Boston-based Company Recognized as Mobile Media Pioneer

Boston – January 17, 2007 – Third Screen Media, the leading provider of mobile advertising and marketing software and services, today announced that it has been chosen by AlwaysOn Media as one of the Top 100 Private Company award winners. The AO Media 100 is a power list of the top private digital media companies. Third Screen Media was handpicked by the AO Media editorial team based on a set of five criteria – innovation, market potential, customer adoption, media buzz and investor value creation.

Third Screen Media and the AO Media 100 will be honored at the AO Media executive summit January 29-31 at The Mandarin Oriental Hotel in New York City. The summit will focus on the forces that are disrupting user behavior and creating new opportunities in the digital era, showcasing top innovative private companies that are revolutionizing the way media is created, distributed and consumed.

The AO Media 100 was selected from more than 1,000 companies, peer-nominated by leading venture capitalists, investment bankers and industry analysts. The AO Media 100 consists of private companies at all stages of development.

Third Screen Media's MADX software and TSM|Network connect advertisers, publishers and carriers together to enable advertising on the mobile platform. As the industry grows, Third Screen Media will continue to provide innovative, effective solutions to create appropriately targeted and successful mobile advertising campaigns.

"We scoured hundreds of applications we received to vote on the top emerging private technology companies," said Tony Perkins, founder and editor of AlwaysOn. "Selected are the companies we think are demonstrating significant market traction or pursuing game-changing technology. We expect these organizations to have a big impact for both New York and Silicon Valley."

"We are thrilled to be recognized by AlwaysOn Media as a leader and innovator in the industry," said Tom Burgess, CEO, Third Screen Media. "Our company prides itself on delivering solutions and services that enable publishers, carriers and advertisers to realize their mobile advertising campaigns, which together create a richer mobile experience."



A full list of all the AO Media 100 companies can be found on the AlwaysOn Web site at <http://www.alwayson-network.com/comments.php?id=12031>

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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.

About OnHollywood 2006: May 2-4 @ The Roosevelt Hotel, Hollywood

AlwaysOn Hollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two-and-a-half-day executive event features CEO presentations and high-level debates on which forces are disrupting user behavior and creating new opportunities in the video, music, gaming, search, and mobile industries.

At AlwaysOn Hollywood, our editors will also honor the AO Hollywood 100 Top Private Companies. Fifty of the top CEOs from the AO Hollywood 100 will pitch their market strategies to a panel of industry experts in our "CEO Showcase."



ALWAYS ON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYS ON HOLLYWOOD, ALWAYS ON MEDIA and GOING GREEN) and quarterly print "blogazine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

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