



THIRD SCREEN MEDIA LAUNCHES FIRST CLICK-TO-VIDEO CAMPAIGN

Campaign for U.S. Navy Achieves High Click-Through-Rate and Raises Consumer Awareness; Signifies Surge in Interest for Click-to-Video Mobile Advertisements

BOSTON – January 22, 2007 – Third Screen Media, the leading provider of mobile advertising software and services, today announced it successfully launched the first click-to-video mobile campaign. Campbell-Ewald utilized Third Screen Media’s TSM|Network to conduct an awareness and recruitment campaign for the U.S. Navy that will serve as a model for future click-to-video campaigns. The click-to-video initiative launches at a time when mobile video has become an attractive delivery option for mobile advertising.

Created to increase awareness of opportunities with the U.S. Navy, the campaign offered various methods for viewing the video, including an auto-play feature and click-to-play along with a standard click-to-call static banner option. Measurement and results of the campaign indicated a significant click-through-rate on phones with auto-play features, signifying that the video was well received by the target audience for its engagement and entertainment value. Running through Q4, the U.S. Navy campaign appeared on a variety of publisher sites across multiple categories, including sports, news, weather and entertainment. The campaign garnered more than 3,000,000 impressions and a greater than 3% click-through-rate.

“With new technologies and a targeted audience, the mobile platform represents an effective medium to launch innovative campaigns for our brands,” said Tom Talbert, senior vice president, director media services at Campbell-Ewald. “Third Screen Media and its robust TSM|Network provided our client with the ability to deliver a click-to-video campaign across numerous valuable mobile Web properties, which in turn creates awareness for the Navy to their key demographic audience.”

“As the mobile advertising ecosystem grows, we’re continually presented with customers looking to bring new, exciting campaigns to the mobile screen,” said Tom Burgess, CEO, Third Screen Media. “As the first click-to-video campaign on the TSM|Network, the U.S. Navy campaign marks a growing trend of brands and agencies seeking Third Screen Media to enable their multi-media mobile campaigns.”

###



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.

Contacts:

Jeff Janer
Third Screen Media
617.333.3443 x242
jjaner@thirdscreenmedia.com

Nathaniel Eberle
Racepoint Group, Inc.
781.487.4620
neberle@racepointgroup.com