



THIRD SCREEN MEDIA ADDS FOX NEWS TO ITS CUSTOMER ROSTER

Advertisers Seek to Reach Business & Young Influencers Mobile Audiences

BOSTON – March 12, 2007 – Third Screen Media, the leading provider of mobile advertising software and services, today announced that the Fox News has joined the growing list of media companies enabling their mobile advertising initiatives through the use of Third Screen Media’s first-to-market Web-based mobile ad management and delivery platform, MADX. The network launched a dedicated mobile site (www.foxnews.mobi) intended to create a beneficial user experience around the Fox News content.

The addition of the Fox News property to the Third Screen Media customer base comes at a time when an increasing number of large brands are seeking to launch mobile campaigns targeting the influential business mobile user. Currently, brands seeking to reach the coveted business audience through targeted advertising can reach more than 80% of the top 15 mobile Web sites, including Fox News, through campaigns launched with Third Screen Media.

Jeremy Steinberg, Vice President of Digital Media Sales and Business Development for FOX News commented, “Fox News is always looking for new opportunities to expand the brand and the mobile sector provides many possibilities that will both benefit the viewers and advertisers.”

Fox News joins other major content providers, including large, high-traffic WAP portals and publishers of entertainment, travel, sports and user-generated content, who have chosen Third Screen Media to bring added value to their mobile properties by enabling their sites for advertising. Coupled with Telephia’s independent third-party mobile user data, Third Screen Media’s MADX solution and its proprietary performance data enables advertisers and publishers to make well-informed decisions for the planning, buying and delivery of mobile advertising.

“There is growing demand from advertisers and their agencies looking to access unique, targeted audiences such as the business mobile subscribers that frequent FOX’s mobile properties,” said Tim Conley, senior vice president, MADX Sales and Service, Third Screen Media. “The addition of Fox News to the Third Screen Media customer base provides brands and agencies with another valuable mobile property that reaches key demographic segments, like business and young influencer audiences.”

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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.

Contacts:

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

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