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**GOLDSPOT MEDIA PARTNERS WITH DENUO TO
ENHANCE MOBILE TV/VIDEO ADVERTISING SERVICES**

*Publicis Groupe Division Denuo to Provide Insight into Consumer
Behavior and Advertiser Needs in the Mobile Marketplace*

SUNNYVALE, Calif., May 6, 2008 – GoldSpot Media[®], powering dynamic ad-insertion for mobile TV and video, today announced it is partnering with Denuo, the media futures practice of marketing services holding company Publicis Groupe, S.A., to expand its insight into the behavior and motivation of the mobile consumer, and to collaborate on the enhancement and development of the company’s current and future mobile TV and video advertising offerings.

GoldSpot Media’s dynamic ad-insertion solution adapts the proven inventory and revenue sharing business models used successfully in traditional TV and optimizes them for the highly personal mobile communications medium. The end-to-end solution enables personalized, interactive ad insertion and replacement in rebroadcast TV content as well as short clips over 3G. By leveraging Denuo’s knowledge of the mobile consumer thought and buying process, in addition to the evolving needs of the advertising buying community, GoldSpot Media can continue to advance its offerings to meet the mobile television and video ARPU projections of mobile service providers around the world.

“As our mobile TV and video advertising model is being evaluated by mobile service providers around the world, we’re constantly receiving feedback on a wide range of issues that will ultimately determine the viability of this new advertising media,” said William Ganon, senior vice president of Advertising Strategy, GoldSpot Media. “By partnering with Denuo, we’ve added the insight of some of the most knowledgeable, experienced and innovative thinkers in the global mobile advertising industry. The Denuo partnership bolsters our strategic capabilities and creates a collaborative development environment that ensures our products are meeting the needs and best practices of the mobile advertising industry.”

Denuo will provide GoldSpot Media with insight into current advertising market demands, including planning and buying requirements for online, mobile and television advertising, and guidance on advertising model priorities to generate value for all key players in the mobile television and video value chain.

“We are extremely excited to be working with GoldSpot Media and believe that there is a significant untapped market for mobile television and video advertising,” said Timothy Hanlon, senior vice president of Ventures, Denuo. “Strategic, collaborative partnerships within the mobile TV and video value-chain is the key to establishing sustainable business models and maximizing the advertising potential of the medium. GoldSpot’s unique mobile video advertising solution offers the potential to significantly enhance the business case for mobile television and video advertising.”

About Denuo/Publicis

Denuo is the media futures unit of Publicis Groupe, S.A. (Euronext Paris: FR0000130577) is the world's fourth largest communications group, and a global leader in digital and online advertising, media consulting, and healthcare communications.

About GoldSpot Media

Driving the mass-market adoption of mobile TV and video, GoldSpot Media offers the first end-to-end dynamic ad-insertion solution for broadcast TV and streaming video on mobile phones. Its unique solution powers profitable new advertising revenue models for the entire mobile TV and video value chain by delivering highly targeted, non-intrusive ads in real-time based on demographics, behavioral patterns, context, and location. The privately held company is headquartered in Sunnyvale, Calif. with a R&D center in Bangalore, India. For more information, visit www.goldspotmedia.com.

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