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**GOLDSPOT MEDIA SECURES \$3 MILLION SERIES A FUNDING**

***Silicon Valley Firm Backs Interactive Advertising Solution For The  
Burgeoning Mobile Marketplace***

**SUNNYVALE, Calif., Jan. 22, 2008** – GoldSpot Media<sup>®</sup>, an innovative mobile media startup delivering dynamic ad-insertion for mobile broadcast TV, today announced that it has closed \$3 million in Series A funding with Silicon Valley investor Exa Ventures. GoldSpot Media offers a unique end-to-end mobile advertising solution that dynamically inserts non-intrusive, highly targeted, interactive alternate content into broadcast and streaming video on mobile phones.

“This funding allows us to execute on the company vision to make mobile broadcast a profitable business case for the entire value-chain,” said Srimi Dharmaji, GoldSpot Media’s president and CEO. “GoldSpot Media is uniquely positioned to influence the future of mobile broadcast TV by offering the potential for an entirely new advertising revenue model.”

GoldSpot Media’s dynamic ad-insertion solution adapts the proven inventory and revenue sharing business models used successfully in the traditional TV market and optimizes them for the highly personal and portable mobile communications medium. GoldSpot Media’s solution converts traditional/linear TV spot inventory into innovative ad formats optimized for “snacking” or shorter format mobile TV, resulting in high-value interactive mobile impressions.

“The need for a sustainable and ultimately profitable mobile TV and video advertising solution, one that works to the benefit of all the players in the mobile ecosystem, is critical for mainstream acceptance,” said Tommy Eng, Partner, Exa Ventures. “We believe that GoldSpot Media’s unique solution has the potential to fill this

need and dramatically change the way advertisers interact with their key market segments.”

GoldSpot Media will be exhibiting at the upcoming Mobile World Congress (3GSM) in Barcelona, Spain, Feb. 11–14 in Hall 7 at booth 7F43.

**About GoldSpot Media**

GoldSpot Media delivers an ad-serving solution that maximizes advertising revenue potential for mobile operators, broadcasters and content providers, and stimulates mass-market adoption of mobile broadcast TV. GoldSpot Media’s innovative device-based technology dynamically inserts highly targeted, contextual content in real time and delivers instant and accurate measurement feedback. The privately funded company is headquartered in Sunnyvale, California with an R&D center in Bangalore, India. For more information, visit our website at [www.goldspotmedia.com](http://www.goldspotmedia.com).

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