
FOR IMMEDIATE RELEASE

Adenyo and InferSystems sign licensing agreement

Adenyo grants InferSystems non-exclusive rights to Generation5 analytics technology

Toronto, Ontario and Dallas, Texas – May 27, 2010 – Adenyo (www.adenyo.com), a mobile marketing software company, and **Generation5**, an Adenyo company, today announced they have signed a licensing agreement with **InferSystems Corp.** covering the IP behind the powerful Generation5 predictive analytics engine. Financial terms of the agreement were not disclosed.

Under the terms of the non-exclusive agreement, Adenyo has granted InferSystems use of Generation5's innovative predictive analytics engine which can be used to enhance online and offline customer-prediction tools. Using the scientific targeting capabilities of Generation5, organizations can now offer advertisers in-depth, real-time, online predictive customer analytics.

"We are pleased to be entering into a royalty-bearing agreement with InferSystems," said **Chris Matys, chief analytics officer** at Adenyo. "We recognize the value of our intellectual property and see licensing it as another way to extend the reach of the Generation5 technology. By doing so, data analysts and marketing professionals can increase customer-acquisition efficiency, improve marketing effectiveness and boost customer loyalty, while gaining a better understanding of market dynamics. As such, Adenyo will continue to seek out and build these kinds of relationships to license its IP."

About Generation5

Generation5, an Adenyo company, is well recognized by data analysts, researchers and marketing professionals as the most reliable source for detailed consumer data and predictive analytics. Large and mid-sized organizations throughout North America turn to Generation5 when they need to identify potential customers, analyze and predict consumer behaviour, and support strategic business decisions. Generation5's mobile analytics capability is one pillar of the integrated mobile marketing platform offered by Adenyo and it provides marketers with individual consumer-level targeting capabilities, the first mobile marketing platform to do so. For more information, please visit: www.generation5.ca.

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile operators to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Adenyo powers four technologies through its integrated mobile marketing software platform - mobile marketing and ad serving, mobile storefronts, mobile coupons and payments, and mobile analytics - and has delivered thousands of successful mobile campaigns for the world's most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: www.adenyo.com.

Media and analyst contacts:

Alayne Martell

inmedia Public Relations

T: 902-839-2532

amartell@inmedia.com

Twitter: @AlayneMartell

LinkedIn: <http://ca.linkedin.com/in/alaynemartell>

Linda Forrest

inmedia Public Relations

T: 613-983-3300

lforrest@inmedia.com

Twitter: @LindaForrest

LinkedIn: <http://ca.linkedin.com/in/lindaforrest>