
FOR IMMEDIATE RELEASE

Adenyo acquires California-based MoVoxx

Latest acquisition strengthens company's mobile ad-serving technology offering

Toronto, Ontario and Santa Monica, California – May 11, 2010 – Adenyo (www.adenyo.com), a mobile marketing software company that has successfully implemented thousands of campaigns for global brands and mobile operators in both North America and Europe, announced today it has acquired California-based **MoVoxx, Inc.**

MoVoxx is a mobile advertising company that intelligently serves ads into mobile content, currently reaching over 40 million unique users in the United States. Financial details of the acquisition were not disclosed. All MoVoxx employees will join the Adenyo team.

Advertisers that want meaningful mobile conversations with consumers are searching for a comprehensive suite of mobile marketing and advertising tools that enable these connections. The MoVoxx acquisition is a strategic addition to Adenyo's already-extensive mobile marketing offering. The integration of MoVoxx's technologies will create a mobile marketing platform that, for the first time, gives advertisers an opportunity to engage and foster these customer conversations through a complete and seamless set of tools.

"This acquisition creates an unprecedented combination of integrated mobile network capabilities, mobile user reach and the most comprehensive suite of mobile marketing solutions available in the market today," said **Alec Andronikov, CEO and founder of MoVoxx**. "I am very excited to see an entity that finally helps advertisers break through the clutter of a complex mobile landscape with a one-stop global technology offering across all mobile mediums – SMS, inApp and mobile display."

"MoVoxx has built an extensive advertising network and unique technology platform tailored to the vast universe of feature phones. This technology combined with Adenyo's robust smart phone capabilities will provide the market with a unique end-to-end platform," said **Tyler Nelson, Adenyo Chairman and CEO**. "We look forward to welcoming the talented group of MoVoxx employees who will certainly complement the existing Adenyo team."

Adenyo's leading-edge mobile marketing software platform and international presence combined with MoVoxx's extensive U.S.-based mobile network technology firmly positions Adenyo as the one-stop mobile industry leader.

"Adenyo's acquisition of MoVoxx is great news for advertisers in the mobile space," said **Mike Jones, co-President of MySpace and MoVoxx board member**. "The incorporation of MoVoxx's technology within Adenyo's mobile marketing software platform is a clear fit and will certainly provide additional benefits for advertisers incorporating mobile into their campaigns."

About MoVoxx

MoVoxx is a leading mobile advertising company that intelligently serves ads into mobile content reaching over 40 million unique U.S. users. With a fully integrated product suite of mobile media, including SMS, mobile app and display, MoVoxx pioneered tracking and aggregating mobile behaviors to enable advanced targeting and industry-best post-click conversion rates.

MoVoxx’s GeoSense and MobileTrace technologies empower top digital agencies, national brands and local merchants to launch location-based mobile advertising campaigns on a broad scale. These proprietary technologies include deep post-click analytics tools used to optimize mobile user engagement within targeted audience subsets.

Founded in 2006, MoVoxx has a Fortune 500 client roster including Sears, Nissan, Continental Airlines, Ford Motor Company and Paramount Pictures. MoVoxx is backed by Greycroft Partners, Khosla Ventures, First Round Capital and BV Capital.

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile carriers 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.

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