

AdMarvel Launches Rich Media Advertising for Google and OHA Android Mobile Phones

Open platform and tools enable dynamic media advertising for developers, publishers, agencies and ad networks

Mobile World Congress, Barcelona, Spain – February 16th, 2010 - AdMarvel, a leading provider of mobile advertising services, today announced the availability of its Android Advertising Toolkit version 1.5. The toolkit enables Android application developers to easily integrate rich media advertising, including advertising from various global ad networks, into their applications. AdMarvel also support rich media advertising on the mobile web on Android phones. Advertising metrics and analytics are provided via an online web console giving a near real-time view of the application's advertising performance. To answer the diverse needs of Android developers; AdMarvel also provides a fully functional rich media ad-server, supporting the provisioning and management of direct-sourced or in-house advertising.

“Android devices are quickly catching up to the iPhone in terms of distribution and usage around the world” said Mahi de Silva, AdMarvel CEO. “Leveraging our work with rich media advertising on the iPhone, we are very excited to extend our platform to Android developers. Rich Media advertising does a better job of engaging consumers, and provides for a better brand experience. Advertisers are willing to spend more on these campaigns, which means higher revenue for the developer or publisher”.

The AdMarvel toolkit supports JavaScript, expandable ad units, animation, interstitials and transparent overlays of content and user interaction. It also supports the ability to contain an ad experience to within an application for the promotion of new features or content channels. It also supports click-to-call, click-to-maps, click-to-app, click-to-video and click to YouTube actions. The toolkit is further supported by server side tools to create, manage and track rich media ad performance and analytics.

AdMarvel powers many of the leading developers on iPhone and Android platforms and supports over 500 publisher and carrier customers globally. AdMarvel works on behalf of its customers to source, manage, optimize and serve advertising from 51 global and regional ad Networks and Agencies.

About AdMarvel

AdMarvel makes mobile advertising work by enabling mobile developers, publishers and carriers to easily source, provision, manage and track advertising from virtually any ad network or direct sourced advertising inventory. As the leading trusted third party in mobile advertising, AdMarvel works with mobile publishers, developers, carriers, ad networks, agencies and advertisers to optimize advertising inventory and revenue. AdMarvel services work across mobile web, WAP, SMS/MMS and in-

application and video modalities. AdMarvel is a wholly owned subsidiary of Opera Software ASA. For more information, visit www.admarvel.com.

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