

## **AdMarvel launches comprehensive mobile advertising solution for Verizon Developer Community (VDC) and VCAST applications**

*Smartphone developers gain access to a turnkey advertising and analytics solution with integrated advertising from leading Ad Networks*

**San Mateo, CA – November 10, 2010** - AdMarvel, the leading provider of mobile advertising platform services, in cooperation with Verizon Wireless, today announced the availability of its solution for smartphone developers building mobile applications for distribution via Verizon's VCAST App storefront. As part of this solution, AdMarvel provides software developer kits (SDKs) and application programming interfaces (APIs) to developers for Android and BlackBerry operating systems.

This platform also offers developers and publishers the unique capability to source and serve their own advertising, including house ads, to cross-promote and cross-sell their applications.

Advertising campaigns from leading ad networks in the United States have been integrated into the solution and are ready for deployment, including Go2 Media, Greystripe, InMobi, Jumtap, Mobile Theory, Mojiva, and Where.

"We are very pleased to launch this solution for VDC developers and look forward to helping them monetize their new VCAST applications," said Mahi de Silva, CEO of AdMarvel. "Our focus is on helping developers to easily incorporate advertising into their applications and provide them with sophisticated tools to help them analyze and optimize their bottom line. We are most excited about delivering an open and extensible platform which provides a scalable growth path as usage and volume expands."

"We've been using the AdMarvel platform, and it's dramatically improved

our ability to manage advertising and monetization across our properties for mobile applications,” said Adam Flanders, General Manager, North America for Glu Games. “We look forward to harnessing the new capabilities around the VDC to drive innovative and engaging advertising around our world-renowned games across Verizon’s mobile devices.”

### **About AdMarvel**

AdMarvel makes mobile advertising work by enabling mobile developers, publishers and carriers to source, provision, manage and track advertising easily 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](http://www.admarvel.com) <<http://www.admarvel.com/>>

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