



Gridley & Company LLC
Matching buyers, sellers and capital sources

Mobile Industry Overview

“Getting Smart About Smartphones”

April 2011

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A Word from Gridley & Company, LLC

We've all heard it before, but this year truly is the year of mobile. With an unprecedented explosion of smartphones in the market (and still rapidly growing), consumers are finding new ways to obtain information, stay connected with each other, and communicate their needs. In our mobile industry overview, we lay out just how vast the mobile world is, the many opportunities in different areas of the mobile ecosystem, and key players to keep in mind.

We hope you enjoy this comprehensive industry overview and our perspectives. Please give us a call to discuss the content of this presentation.

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I. Mobile Internet Ecosystem Industry Overview

Global Mobile Internet Ecosystem Poised for Breakout Growth

- Global mobile internet ecosystem expected to grow to at a 17% CAGR to \$509 billion by 2013
 - Mobile online advertising expected be fastest growing segment at 50% CAGR
 - U.S. mobile internet revenue trails the rest of the world, but is positioned to catch up fast

Global Mobile Revenue by Category

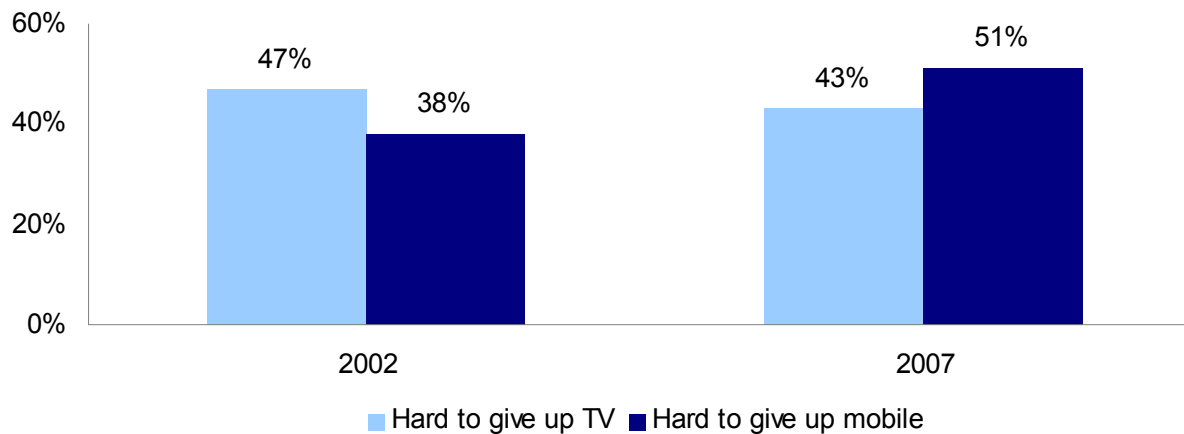
(\$ in billions)

	2007E	2008E	2009E	2010E	2011E	2012E	2013E	08-13E CAGR
Mobile Data Access	\$167	\$200	\$237	\$276	\$317	\$358	\$401	15%
Y/Y Growth	--	20%	18%	16%	15%	13%	12%	
Mobile Online Commerce	\$21	\$27	\$34	\$42	\$51	\$59	\$68	20%
Y/Y Growth	--	30%	26%	24%	20%	17%	15%	
Mobile Paid Services	\$6	\$8	\$10	\$13	\$17	\$20	\$24	25%
Y/Y Growth	--	35%	30%	28%	25%	22%	20%	
Mobile Advertising	\$1	\$2	\$3	\$5	\$8	\$11	\$15	50%
Y/Y Growth	--	50%	60%	60%	55%	40%	35%	
Global Mobile Revenue	\$195	\$237	\$284	\$336	\$392	\$449	\$509	17%
Y/Y Growth	--	22%	20%	18%	17%	14%	13%	

Source: Morgan Stanley Research, *Mobile Internet Report* (December 2009)

Mobile Usage is Core to U.S. Consumer Identity

- **Today, mobile phone penetration has reached 96% (1)**
 - ~100% penetration expected by 2013
- **Consumers are turning to mobile more than TV (2)**



- **Mobile phones have largely supplanted landlines as the major form of communication**
- **In the past year, 38% of U.S. mobile phone users accessed the internet from their phones compared to 25% reported last year; 53% did so at least once a day (3)**

(1) Source: CTIA: The Wireless Association (December 2010)

(2) Source: Pew Internet & American Life Project Survey (March 2009)

(3) Source: Pew Internet & American Life Project Survey (July 2010)

Smartphone Technology is Changing the Game

- **New mobile device/OS entrants**
 - iPhone and Google Android-based devices provide improved mobile internet experience and application capabilities
- **Smartphone with touchscreens**
 - Touchscreen phone mobile internet usage projected to be as much as 20x higher than that of traditional feature phone
- **Improved user interface – No directions necessary**
- **Engaged developer community creating very innovative applications**
- **Proliferation of application stores**
 - Application stores help bypass restrictive mobile operator content decks, improving and incentivizing developer revenue model
- **Mobile broadband**
 - 3G and 4G rollout improving available data capacity

Touchscreen Technology to Drive U.S. Mobile Internet Revenue

- **U.S. touchscreen smartphones users will represent >40% of total U.S. mobile subscribers**
 - U.S. touchscreen smartphone users expected to grow from 14.6M in 2008 to 121.7M in 2013 representing a 52.8% CAGR
- **U.S. touchscreen smartphone mobile internet revenue expected to grow from \$3.4 billion in 2008 to \$21.9 billion in 2013**
 - U.S. touchscreen smartphone mobile internet revenue will represent ~73% of total mobile internet revenue by 2013

U.S. Mobile Internet Revenue by Device Type

(\$ in billions)

	2008	2009E	2010E	2011E	2012E	2013E	2008-2013 CAGR
Touchscreen smartphone	\$3.43	\$7.59	\$12.25	\$16.30	\$19.81	\$21.86	44.8%
Share	36.4%	50.8%	59.3%	64.7%	69.0%	72.5%	
Non-touchscreen smartphone	4.27	5.25	5.97	6.35	6.60	6.42	8.5%
Share	45.3%	35.1%	28.9%	25.2%	23.0%	21.3%	
Feature phone	1.73	2.11	2.43	2.54	2.31	1.87	1.7%
Share	18.3%	14.1%	11.8%	10.1%	8.0%	6.2%	
Total	\$9.43	\$14.96	\$20.66	\$25.20	\$28.71	\$30.15	26.2%
Growth	NA	58.6%	38.1%	22.0%	14.0%	5.0%	

Source: IDC (2009)

The iPhone and Google Android Are Leading the Charge



- Over 160 million Apple iOS devices globally as of March 2011 ⁽¹⁾
- Including all iOS devices, Apple has 32 percent of all mobile ad impressions ⁽²⁾
- CTRs on iPad, iPod Touch, and iPhone higher than Android in Q3 2010, with iPad owners more receptive to ads than people using other gadgets ⁽³⁾
- Over 350,000 applications in iTunes App Store as of January 2011, with over seven billion total downloads to date ⁽¹⁾



- Android OS devices comprised 33.0% of smartphone subscribers in the U.S. as of February 2011 ⁽⁴⁾
- Android leading smartphone market with 48 percent of mobile ad impressions in March 2011 ⁽⁵⁾
- Over 200,000 applications as of April 2011, with over three billion downloads to date ⁽⁶⁾

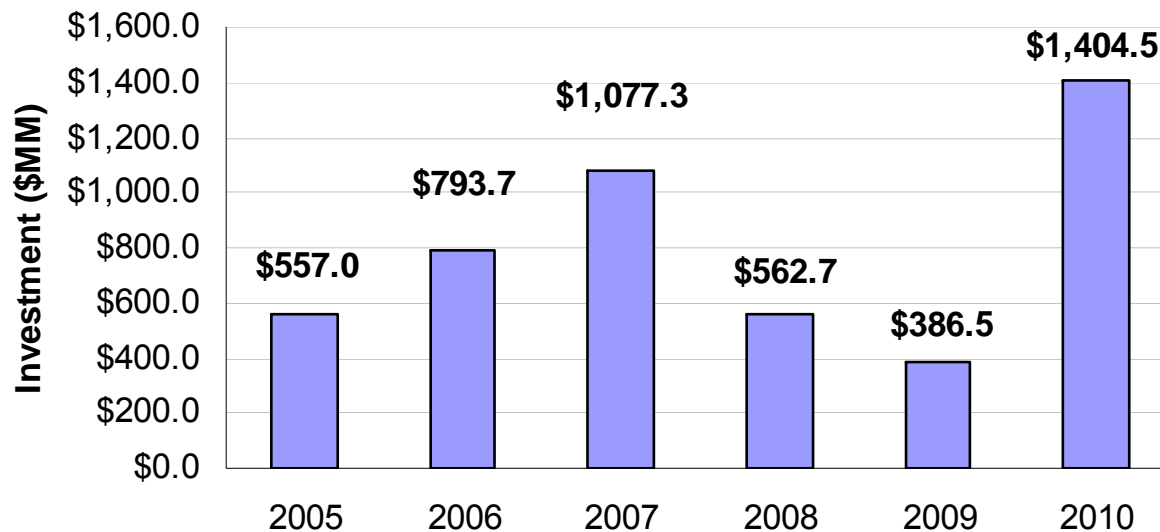
(1) Source: Apple
(2) Millennial Media
(3) Source: Rhythm NewMedia, Nielsen

(4) Source: ComScore
(5) Source: Millennial Media
(6) Source: Google

Investments in the Mobile Sector

- The mobile sector has seen heavy investment in the past five years, with a significant increase in 2010
- Recent investments reinvigorate and legitimize the mobile sector

Private Placement Investments by Year



Source: CapIQ; includes private placements of at least \$5.0MM

Recent M&A and Investment Activity Are Legitimizing the Opportunity

Marketing Services



- On June 29, 2010, Foursquare Labs raised \$20MM from new investor Andreessen Horowitz and existing investors at a pre-money valuation of \$95MM



- On July 13, 2010, Meredith Corp. acquired mobile agency The Hyperfactory (USA) for a rumored \$70MM



- On Jan. 5, 2010, Apple acquired Quattro Wireless for \$275MM at a revenue multiple of ~15.0x



- On Nov. 9, 2009, Google announced acquisition of Admob for \$750MM at a bubble-like revenue multiple of 15.0x - 20.0x

Payments & Commerce



- On July 7, 2010, cMoney raised \$100 million



- On May 3, 2010, Google announced an investment of \$3 million in Corduro



- On July 14, 2010, mFoundry announced a raise of \$8 million, bringing the total amount raised so far to \$30 million

Content



- On October 12, 2010, DeNA acquired ngmoco for \$400MM

Key Mobile Investment Opportunities

- **Marketing Services**
 - U.S. mobile ad spend to grow from \$743.1 million in 2010 to \$2.5 billion by 2014 ⁽¹⁾
- **Payments / Commerce**
 - Gross transaction value of mobile payments in the U.S. to reach \$25.2 billion in 2013 ⁽²⁾
- **Analytics**
 - Mobile analytics leader yet to emerge, but an important aspect for marketers and content providers
- **Social**
 - Mobile social networkers in the U.S. will surpass 56 million by 2012, representing 45% of mobile internet users ⁽³⁾
- **Content**
 - U.S. mobile content revenue to grow to \$3.5 billion by 2014, up from \$1.5 billion in 2010 ⁽¹⁾

(1) Source: eMarketer, September 2010

(2) Source: IE Market Research

(3) Source: eMarketer, August 2010

II. Mobile Services

A. Mobile Marketing Services

Mobile Marketing Services Industry Overview

- While small today, the fundamentals underlying the mobile industry suggest that mobile marketing will be huge—the only question is when?
 - More mobile phones are in circulation than PCs
 - Mobile marketing has flourished in the rest of the world
- Total U.S. mobile marketing spend is expected to be around \$2.6 billion in 2014
 - Largest component is mobile messaging, but this will change
 - Mobile search and display advertising will become larger components as smartphones achieve higher penetration

US Mobile Ad Spending, by Category

(\$ in millions)

	2009	2010	2011	2012	2013	2014
Mobile Messaging Advertising	\$296	\$327	\$422	\$477	\$529	\$603
Mobile Display Advertising	91	203	334	489	693	888
Mobile Search Advertising	83	185	295	451	681	858
Mobile Video Advertising	13	28	51	84	134	201
Total	416	743	1,102	1,501	2,037	2,550
% Growth		79%	48%	36%	36%	25%

Source: eMarketer, September 2010

Mobile Marketing Services Landscape

KEY PUBLIC COMPANIES



KEY PRIVATE COMPANIES



OTHER COMPANIES

Agency	Display Network	Messaging	Local / Search	Advertising Enablers	Video
<ul style="list-style-type: none"> 12snap (Telenor ASA) 4th Screen AccuraCast Ansible (Velti / Interpublic) Carat (Aegis) CLANMO ClicMobile Grey (WPP) Group M (WPP) iconmobile GmbH (WPP) Impact Mobile Inside Mobile Kikucall MangoMOBILE (Omnicom) Marvellous (Aegis) Mobile Dreams Ogilvy One (WPP) Phonevalley (Publicis) The Hyperfactory (Meredith) Zad Mobile 	<ul style="list-style-type: none"> AdCell (in-game) AdMarvel (Opera) AdMob (Google) Admoda Gigafone Hovr (in-game) Mobisolv Mobvision Mojiva Pudding Media Quattro Wireless (Apple) Third Screen Media (AOL) ZestADZ 	<p>Agency</p> <ul style="list-style-type: none"> 5th Finger (ninemsn) Catchwind Cellfire ClearSMS EkoBuzz EZTexting Frog Mobile JTLB Media Kroll Direct Marketing M3 Mobile (GSI Comm.) mobileStorm NetcomConsulting (Cybercom Group) Pudding Media Rip Road ShopText TextMarks TxtOrder Vibes Wire2Air <p>Platform</p> <ul style="list-style-type: none"> SinglePoint SmartReply! <p>Aggregators</p> <ul style="list-style-type: none"> OpenMarket (Qpass, Inc.) mBlox Sybase 365 (Sybase, Inc.) Mx Telecom (OpenMarket Inc.) m-Qube (Mobile Messengers) 	<ul style="list-style-type: none"> Ask (IAC/InterActiveCorp) Citysearch (IAC/InterActiveCorp) GrayBoxx GPSshopper mDog Medio Milo (eBay) Mobile Content Networks (Telecom Scandinavia A/S) Mobile People A/S (Telecom Scandinavia A/S) MobSaver MSN Mobile towza! V-ENABLE Yahoo! Mobile Yext 	<ul style="list-style-type: none"> 1020 Inc. 3C Interactive Acuity Mobile (NAVTEQ Corporation) Adhere Ads-click Blue Bite Clickatell (Clickatell (Pty), Ltd) DOTGO Gold Mobile iLoop Mobile JAGTAG MADS MAGi7 Media Layers MoVoxx (Adenyo Inc.) Mozeo Out There Media (Medallion Taxi Media Inc.) Polaris Wireless Ringleader Digital Skava Todacell Useful Networks (TruePosition, Inc.) Waterfall Mobile 	<ul style="list-style-type: none"> AdMob (Google) Azuki Systems Brightcove Rhythm NewMedia, Inc. Transpera Tribal Fusion (Exponential Interactive, Inc.) VideoEgg <p>Rich Media</p> <ul style="list-style-type: none"> Golden Gekko innerActive Smart Media <p>Exchange</p> <ul style="list-style-type: none"> AdMeld Mobclix (Velti Plc.) NEXAGE Pubmatic Smaato Tapjoy (Offerpal Media, Inc.)

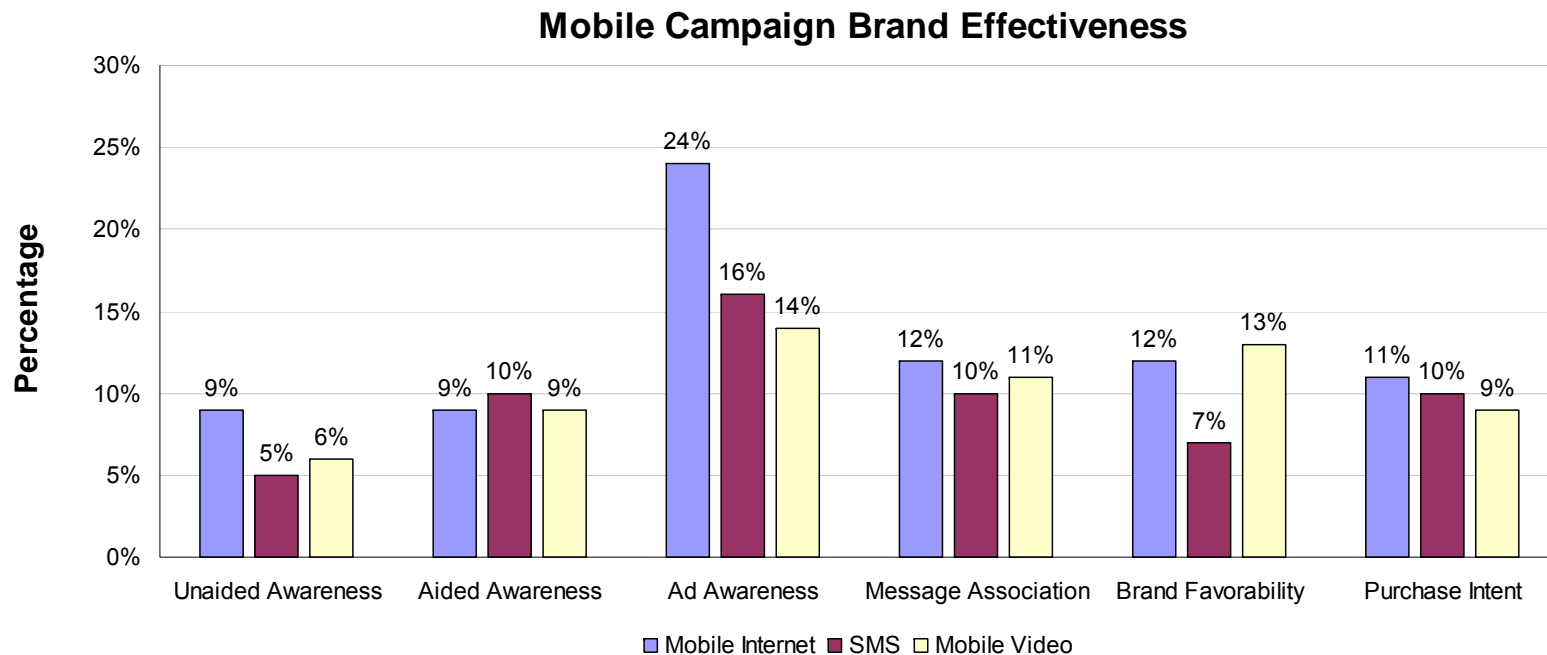
Mobile is a Marketer's Dream

- **Mobile phones are ubiquitous and immediate**
 - “Always on, always with you” – unparalleled reach!
 - It has approximately 95% penetration in U.S. ⁽¹⁾
- **Highly attentive and captive audience**
- **Mobile will offer marketers new targeting capabilities**
 - Location-based targeting
- **According to an IAB survey, nearly three-quarters of mobile phone subscribers would welcome mobile marketing content in return for offers and discounts**
- **While total market is small, mobile's effectiveness is highly attractive**
 - Larger CPMs (\$20-\$30), better click through rates
 - Display: CTR of 2-4% for compared to less than 0.2% on the desktop web
 - Mobile Search: CTR of 10%-15% vs. 2% on the desktop web
 - Cost of creating mobile sites continues to shrink

(1) Source: Chetan Sharma Consulting (August 2010)

Mobile Campaigns Proven More Effective

- Mobile campaigns have performed 4.5x – 5.0x better than online campaigns against norms for measures including unaided awareness, message association, brand favorability and purchase intent
- Mobile video is still emerging but has shown strength in boosting brand favorability
 - The U.S. mobile video audience hit 15 million during Q2 2009
- Mobile campaigns overall led to higher purchase intent than online across key consumer categories including travel auto retail and technology



Source: insightexpress, *Mobile InsightNorms* (February 2010)

Mobile Marketing Services Channel Overview

Mobile Agency	Mobile Display	Mobile Search	Mobile Messaging	Mobile Applications
<ul style="list-style-type: none"> Mobile agencies provide campaign design, planning delivery, analytics and reporting Most of the players in the vertical are small newly formed private companies with agency and mobile marketing technology expertise 	<ul style="list-style-type: none"> Display ads are shown to users browsing the mobile internet, on-deck or off-deck Ads take the form of static or animated banners, sometimes including audio and video Most of the players in this vertical are platformers that can handle various ad formats 	<ul style="list-style-type: none"> Universal Search software that users access through the mobile internet Location-specific search software (e.g. local restaurants, shopping, movie times) Portals and information software that provide mobile users with answers and news 	<ul style="list-style-type: none"> SMS advertising displays relevant text ads before or after the incoming SMS content SMS software allows agencies to broadcast ads to target demographics SMS software targeted at consumers improve their SMS capacities Mobile marketing agencies use interactive text campaigns for branding and event promotion 	<ul style="list-style-type: none"> Mobile applications are software or content that consumers download or find pre-installed (e.g. games and entertainment) Priced applications generate revenue for the developer with each sale Agencies can place ads within applications Interactive ad campaigns can use branded applications

Mobile Display Advertising

- **Mobile display ads show promise and higher returns than internet display ads**
 - Verizon claims that small mobile banner ads produce same level of brand recall as a typical 30-second spot on TV
 - Mobile banner CTRs are 2%-4% compared to 0.2% online
 - Mobile CPMs are in the \$20 – \$30 range
- **Improved hardware increases mobile exposure to internet and rich media ads**
 - 3G networks perform up to 6X faster than prior internet networks
 - 4G networks being rolled out
 - iOS and Android devices (both phones and tablets) leading the charge in mobile screen resolution, size, and form factor

Mobile Search

- **U.S. mobile search advertising revenue increased from \$185 million in 2010 to \$295 million in 2011 ⁽¹⁾**
- **Companies are developing more user-friendly mobile search platforms to increase use**
 - Yahoo! launched OneSearch, a mobile-friendly search function
 - Amazon launched TextBuyIt, an SMS text-based search service by UPC Codes
 - Google released its open source mobile platform, Android
 - AdSense for Mobile is growing rapidly
- **Companies are also developing more local-driven search platforms to target specific needs**
 - Mobile searches that have local intent will increase from 28% in 2008 to 35% in 2013, and mobile local search advertising revenues will increase to \$1.3 billion ⁽²⁾

(1) Source: eMarketer

(2) Source: The Kelsey Group

Mobile Messaging

- **SMS text messaging is already a big market**
 - Americans sent over 1.5 trillion text messages in 2009, quadruple from 2007 ⁽¹⁾
 - Americans send nearly 5 billion text messages daily, with 2010 annual total estimated to surpass 2009 ⁽¹⁾
 - Text-based promotions are a strategic way for advertisers to reach out to mobile users who have not yet switched to smart phones
- **Mobile messaging has high response rates**
 - Response rates of 12% are dramatically higher than e-mail and internet advertising ⁽²⁾

(in thousands)

	Received	% Receiving	% Responding
US	36,672	17.2%	12.0%
France	27,744	62.3%	7.6%
Italy	25,568	56.8%	7.0%
UK	18,649	41.4%	9.2%
Germany	15,090	32.5%	5.7%
Spain	14,123	75.4%	6.1%

(1) Source: CTIA – Geek.com

(2) Source: M:Metrics (August 2008)

Mobile Video Advertising

- **Mobile video advertising market shows strength and growth**
 - U.S. mobile video revenues will grow to \$1.3 billion in 2013, from \$548 million in 2010 ⁽¹⁾
 - More than 20 million are now watching mobile video per month, a 51% increase year-over-year ⁽²⁾
 - According to a MobiTV study, mobile video ads generate over 4x more click-through rate than direct-response ads
 - The aging youth aiding the future growth of the mobile video advertising market
 - Heaviest users are aged 13-17 with 7 hours, 13 minutes per month spent on mobile video and aged 18-24 with 5 hours, 47 minutes per month ⁽²⁾
 - No doubt that as these users get older, they will carry along their habits ⁽²⁾

(1) Source: eMarketer, November 2010

(2) Source: Nielsen, Q1 2010

Mobile Marketing Services Investment Considerations

Highlights

- ☑ **Recent activity has brought new life after economic downturn**
 - Mobile ad budgets were cut because of mobile marketing’s experimental nature but are projected to increase 2x-4x in 2010
 - Smartphone touchscreen and non-touchscreen purchases have been on the rise, providing a larger marketing platform base
 - New funding rounds for long-term vets and new entrants have been gaining traction

- ☑ **Recent strategic acquisitions and financial investments have legitimized mobile advertising**
 - Investors and strategics need to think about where to play and identify who the players are before all that is left are the scraps
 - The mobile marketing survivors will be ready for the waterfall!

Risks

- ☒ **The “walled garden” of mobile marketing structures limits investment**
 - Technology: lack of a unified ad serving platform for all phone models
 - Carriers: mobile marketers must deal with different service provider

Mobile Marketing Services M&A Transactions

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
02/18/11	Cellit, LLC	MESSAGEbuzz Inc.	NA	NA	NA
02/08/11	Cint AB	Thumbspeak LLC	NA	NA	NA
02/04/11	Reply! Inc.	adHUBS Inc.	NA	NA	NA
02/04/11	Tremor Media, Inc.	Transpera, Inc.	NA	NA	NA
02/02/11	Verve Wireless, Inc.	Deconstruct Media, Inc.	NA	NA	NA
01/25/11	Facebook, Inc.	rel8tion, LLC	NA	NA	NA
11/04/10	Sunset Brands Inc.	Textalacarte, Inc.	NA	NA	NA
11/01/10	Transcontinental Inc.	Vortxt Interactive, Inc.	NA	NA	NA
10/01/10	Velti USA, Inc.	Mobclix, INC.	\$54.1	NA	NA
09/29/10	Marketron Broadcast Solutions, LLC	mSnap, Inc.	NA	NA	NA
09/14/10	Aegis Mobile, LLC	Vesta Mobile Solutions, LLC	NA	NA	NA
07/13/10	Meredith Corp.	The Hyperfactory (USA) Inc.	37.4	NA	NA
07/05/10	Daily D, Inc.	Spotlight Media, Inc.	NA	NA	NA
06/21/10	4INFO, Inc.	Butter, Inc.	NA	NA	NA
06/10/10	Akamai Technologies Inc.	Velocitude, LLC	12.0	NA	NA
05/19/10	uVuMobile, Inc.	WASP Mobile, LLC	NA	NA	NA
05/10/10	The Riverside Company	Mansell Group, Inc.	NA	NA	NA
04/21/10	e-Dialog, Inc.	M3 Mobile Marketing, Inc.	NA	NA	NA
04/02/10	Rivera Capital Management Limited	Stakes in Medicexchange Limited, Medicexchange, Inc., HIP	\$1.1	NA	NA
03/26/10	Nokia Corporation	Novarra, Inc.	NA	NA	NA
02/21/10	iLoop Mobile, Inc.	MobileVerbs Inc.	NA	NA	NA
01/20/10	Opera Software ASA	AdMarvel, Inc.	23.0	NA	NA
01/08/10	Management	MNDCreative, LLC	NA	NA	NA
01/05/10	Apple Inc.	Quattro Wireless, Inc.	275.0	15.00x	NA
12/22/09	Management	Promotions.com LLC	3.1	NA	20.5x
12/16/09	Walter Kostiuk	Bellmore Corporation	0.4	NA	NA
11/09/09	Google Inc.	AdMob Google Inc.	750.0	NA	NA
11/13/09	Mobile Messenger, Inc.	m-Qube, Inc.	18.5	NA	NA
09/14/09	NAVTEQ Corporation	Acuity Mobile, Inc.	NA	NA	NA
07/14/09	Modavox Inc. (nka:Augme Technologies, Inc.)	New Aug, LLC	14.8	NM	NA

Source: CapIQ

Mobile Marketing Services M&A Transactions

(cont'd)

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
05/08/09	Velti Plc	Ad Infuse, Inc. (nka:Velti USA, Inc.)	\$4.0	NA	NA
03/23/09	SmartReply, Inc.	mSnap, Inc.	NA	NA	NA
02/25/09	Seraph Security, Inc.	Seraph Security, Inc.	NA	NA	NA
09/08/08	In-Touch Survey Systems Ltd.	NCI Mobility LLC	0.8	NA	NA
08/19/08	Nuance Communications, Inc.	SNAPin Software, Inc.	250.3	NM	NA
07/30/08	MediaPower, Inc.	Madero, Inc.	0.6	NA	NA
06/30/08	Gannett Co., Inc.	ShopLocal LLC	52.0	NA	NA
01/31/08	Bridgeline Software, Inc. (nka:Bridgeline Digital,	Tenth Floor, Inc.	3.8	1.25x	NA
12/11/07	Call Genie USA Inc.	PhoneSpots, Inc.	4.4	NA	NA
09/17/07	Nokia Corporation	Enpocket, Inc.	NA	NA	NA
07/19/07	Global Realty Development Corp.	SMS Text Media, Inc.	8.3	NA	NA
06/30/07	Medivisor Inc.	Big Pants Media, Inc.	0.1	NA	NA
05/15/07	AOL, LLC (nka:Historic AOL LLC)	Third Screen Media, Inc.	NA	NA	NA
12/11/06	Atlas DMT, LLC	Accipiter Solutions, Inc.	30.3	NA	NA
08/01/06	Gannett Co., Inc.; Tribune Company	ShopLocal LLC	85.0	NA	NA
07/27/05	NeoMedia Technologies Inc.	Mobot, Inc.	10.1	NA	NA
06/01/05	Audax Group	Telephone Marketing Programs	59.1	NA	NA
04/26/05	Isobar Communications PLC	Molecular, Inc.	31.5	NA	NA
03/01/05	Intellisync Corporation	Tourmaline Networks Inc.	7.0	NA	NA

Source: CapIQ

Mobile Marketing Services Investments

(\$ in millions)

Date	Investor	Company	Investment Amount
04/13/11	Hudson Ventures; Motorola Solutions Venture Capital	Scanbuy, Inc.	\$12.5
04/09/11	Undisclosed	GrubHub, Inc.	34.0
04/07/11	Berg and Berg Enterprises, LLC; EXA Ventures	GoldSpot Media Inc.	12.1
03/18/11	Undisclosed	Pronto! Mobile, LLC	0.4
03/09/11	Benchmark Capital; DAG Ventures, LLC	GrubHub, Inc.	20.0
02/28/11	Sequoia Capital; DAG Ventures, LLC	Clickatell (Pty) Ltd.	12.0
02/02/11	Undisclosed	Latista Technologies, Inc.	2.1
01/31/11	ABS Capital Partners	Quofores International, Inc.	5.3
01/26/11	EDB Investments Pte. Ltd.; Aeris Capital AG	Smaato, Inc.	7.0
01/25/11	GrandBanks Capital Inc.; Fairhaven Capital Partners, LLC	Celtra Inc.	5.0
01/20/11	Undisclosed	Howmark Mobile LLC	1.0
01/19/11	Undisclosed	Sionic Mobile Corporation	5.0
01/01/11	Undisclosed	Spyder Lynk LLC	1.4
12/31/10	Innovation Works	Songwhale, LLC	0.1
12/16/10	Undisclosed	RocketBux, Inc.	1.0
12/13/10	Intel Capital; smac partners GmbH; Escalate Capital Partners; Escalate Capital Partners, L.P.; Azini Capital	Mobixell Networks Inc.	10.0
12/01/10	Thorndale Farm LLC	Zave Networks, Inc.	NA
11/29/10	Austin Ventures	Mobestream Media Inc.	1.8
11/24/10	GRP Partners; Rincon Venture Partners	Ring Revenue, Inc.	4.0
11/12/10	Undisclosed	NewDog Technologies, Inc.	0.1
11/11/10	Undisclosed	M-DOT, Inc.	0.8
11/10/10	Morgenthaler; QuestMark Partners; Rembrandt Venture Partners; Lightspeed Venture Partners	Rhythm NewMedia, Inc.	10.0
07/29/10	Draper Fisher Jurvetson; Comcast Interactive Capital, LP; Panorama Capital	JiWire, Inc.	6.3
06/11/10	Alloy Ventures, Inc.; New World Ventures; Walden International; Lightspeed Venture Partners	Apptera, Inc.	10.0
05/03/10	MMV Financial Inc.	UIEvolution, Inc.	NA
03/30/10	GRP Partners; SoftBank Capital; Rincon Venture Partners; Rincon Venture Partners I, L.P.; Founder Collective	Burstly, Inc.	NA
03/12/10	Metamorphic Ventures; ff Asset Management LLC.	OfferIQ	NA
01/08/10	Dutchess Capital Management, LLC; Dutchess Private Equities Fund II, LP	Montavo, Inc.	20.0
12/14/09	Hutton International Investments, Ltd.	GetFugu, Inc.	10.0
12/11/09	Hudson Ventures; Longworth Venture Partners; Motorola Solutions Venture Capital; Masthead Venture Partners	Scanbuy, Inc.	11.2
11/18/09	Onset Ventures; Voyager Capital	1020, Inc.	8.0
09/18/09	SpongeTech Delivery Systems, Inc.; Vanity Events Holding, Inc., Prior to Reverse Merger with Shogun Energy,	GetFugu, Inc.	5.0
03/16/09	Highland Capital Partners; Globespan Capital Partners	Quattro Wireless, Inc.	10.0
03/11/09	Incubic Management LLC; Steamboat Ventures, LLC; Monitor Ventures; Peacock Equity Fund	Greystripe, Inc.	7.5
12/11/08	Commonwealth Capital Ventures; Pilot House Ventures Group LLC	JAZD Markets, Inc.	8.0
12/10/08	Comcast Interactive Capital, LP; DFJ Frontier; Panorama Capital	JiWire, Inc.	11.1
11/19/08	Alloy Ventures, Inc.; Walden International; Lightspeed Venture Partners	Apptera, Inc.	10.6
11/13/08	Labrador Ventures; Intel Capital; First Round Capital; Flybridge Capital Partners	Transpera, Inc.	8.3
10/21/08	Led by Sequoia Capital Growth Fund IV, L.P.	AdMob Google Inc.	28.2
10/03/08	Meritage Private Equity Funds	Crisp Wireless, Inc. (nka:Crisp Media)	5.0
09/04/08	Fidelity Ventures	Vibes Media, LLC	15.0

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Marketing Services Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
08/26/08	Led by AllianceBernstein	JumpTap, Inc.	NA
07/08/08	Apax Partners Worldwide LLP; Intel Capital; smac partners GmbH	Mobixell Networks Inc.	\$6.0
05/13/08	Maveron LLC; North Bridge Venture Partners; Norwest Venture Partners	Mozes, Inc.	11.5
02/05/08	NAVTEQ Corporation	Acuity Mobile, Inc.	NA
01/23/08	Storm Ventures, LLC; Velocity Interactive Group; SoftBank Capital	Ad Infuse, Inc. (nka:Velti USA, Inc.)	12.0
01/08/08	Sutter Hill Ventures	Kadoink, Inc.	7.0
12/17/07	21 Ventures, LLC; Citizens Communications Co.; QUALCOMM Ventures	Juice Wireless, Inc.	6.0
12/13/07	Columbia Capital LLC; Court Square Ventures, LLC; SoftBank Capital	Mobile Posse, Inc.	10.0
11/08/07	Allen & Company Inc., Investment Arm	GPSshopper, LLC	NA
09/17/07	ABS Capital Partners	Advanced Interactive Sciences, LLC	11.9
09/05/07	Highland Capital Partners; Globespan Capital Partners	Quattro Wireless, Inc.	12.3
07/20/07	Avanzit SA (nka:Ezentis S.A.); Adara Venture Partners	Berggi Inc.	9.0
07/01/07	Undisclosed	Sidebar, Inc.	5.0
06/05/07	Motorola Solutions Venture Capital	VOCEL, Inc.	NA
05/14/07	Undisclosed	XOsphere, L.L.C.	NA
03/26/07	Accel Management Co, Inc.; Sequoia Capital	AdMob Google Inc.	15.0
01/30/07	WPP Group plc	JumpTap, Inc.	NA
2007	Impera Total Return AG	Smaato, Inc.	NA
12/12/06	Longworth Venture Partners; Masthead Venture Partners; Hudson Ventures	Scanbuy, Inc.	\$9.0
12/01/06	North Bridge Venture Partners; Norwest Venture Partners	Mozes, Inc.	5.0
11/17/06	Frontier Capital LLC; Massey Burch Capital Corp.; Frontier Fund II, L.P.; Morgan Keegan	Mailnet Services, Inc.	8.0
11/16/06	Accel Management Co, Inc.; Mohr Davidow Ventures; Frazier Technology Ventures; Trilogy Equity Partners	Medio Systems, Inc.	30.0
11/14/06	Lehman Brothers; Ashford Capital; Shannon River; Lewis Asset Management; Lacuna; Glacier Partners	ROO Group Inc.	15.5
10/04/06	Summerhill Venture Partners; Redpoint Ventures; Valhalla Partners; General Catalyst Partners	JumpTap, Inc.	22.0
09/26/06	The Carlyle Group; VantagePoint Venture Partners; VeriSign Inc.; UPS Strategic Enterprise Fund	Air2Web, Inc.	25.0
09/07/06	Led by Intel Capital	Mobixell Networks Inc.	8.0
09/01/06	Highland Capital Partners	Quattro Wireless, Inc.	6.0
09/01/06	Storm Ventures, LLC; ComVentures	Ad Infuse, Inc. (nka:Velti USA, Inc.)	5.0
07/31/06	Meritage Private Equity Funds	Crisp Wireless, Inc. (nka:Crisp Media)	NA
06/30/06	Undisclosed	Nexage, Inc.	NA
06/19/06	Torstar Corporation; Random House Ventures, L.L.C.	VOCEL, Inc.	NA
06/13/06	Partech International; First Round Capital	mSnap, Inc.	NA
02/28/06	SoftBank Capital; Palisades Ventures Management	LocalAdXchange	6.0
02/24/06	ComVentures; Sevin Rosen Funds	Sonopia Corp.	8.8
02/21/06	Blue Chip Venture Company; TD Capital; TD Capital Ventures	Third Screen Media, Inc.	5.0
12/29/05	Undisclosed	Invoke Solutions, Inc.	5.0
12/28/05	Gabelli Multimedia Partners, L.P.; Iroquois Capital, LP; Highbridge Capital Management, LLC; Sage Asset Management, LLC; Smithfield Fiduciary LLC; Southpoint Capital Advisors LP; Nite Capital Management, LLC; Nite Capital, L.P.; Laddcap Value Advisors LLC; Southpoint Qualified Fund LP; Southpoint Fund LP; Singer Fund Management, LLC; Iroquois Master Fund Ltd.; Lewis Asset Management, Corp.; Laddcap Value Partners LP;	ROO Group Inc.	5.1
12/06/05	Summerhill Venture Partners; Redpoint Ventures; General Catalyst Partners	JumpTap, Inc.	17.0
12/01/05	First Round Capital	mSnap, Inc.	NA

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Marketing Services Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
10/28/05	Mohr Davidow Ventures; Dot Edu Ventures; Frazier Technology Ventures	Medio Systems, Inc.	\$11.0
10/11/05	Equal Elements	Soapbox Mobile, Inc.	10.0
09/01/05	Frontera Group, LLC	Mobile Content Networks, Inc.	NA
08/23/05	Undisclosed	ROO Group Inc.	8.0
08/04/05	CrossHill Financial Group, Inc.	SquareLoop, Inc.	NA
03/29/05	Bain Capital, LLC; Brand Equity Ventures	Invoke Solutions, Inc.	6.5
02/17/05	Random House Ventures, L.L.C.	VOCEL, Inc.	NA

Source: CapIQ; includes private placements of at least \$5.0MM

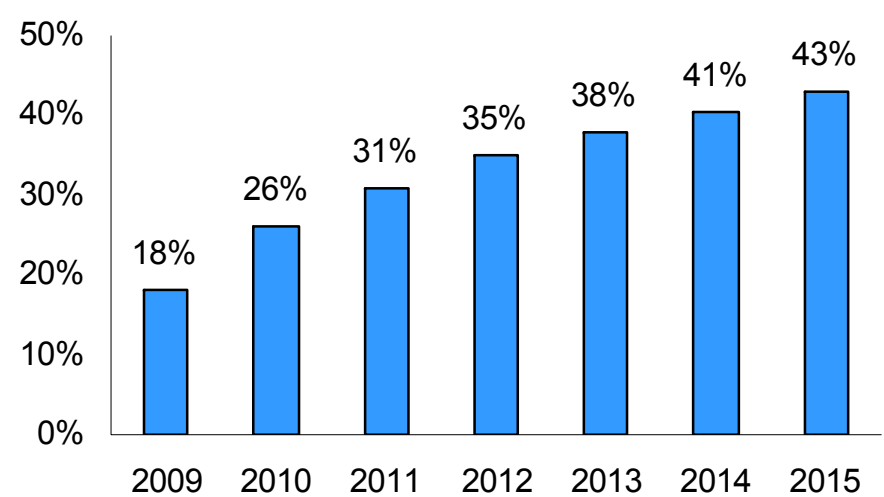
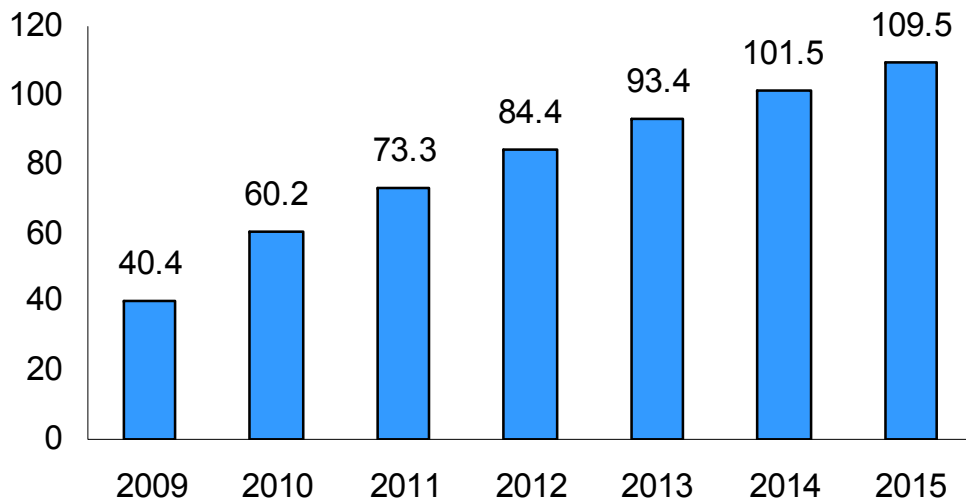
B. Mobile Commerce/Payments

E-Commerce Going Mobile

- U.S. mobile commerce reached \$1.2 billion in 2009, a fraction of the \$134 billion in total e-commerce sales
- The sharp increase in smartphone adoption will lead to a new wave of development in m-commerce

U.S. Smartphone Users (in MM)

% of U.S. Mobile Users with Smartphones



Source: eMarketer (Dec 2010).

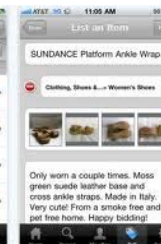
How Mobile is Changing E-Commerce

- With the proliferation of smartphones, consumers are carrying devices that know more about their environment than they do
- The ability to pinpoint a shopper's location and engage real-time on a mobile device provides a vast amount of opportunities for retailers to convert shoppers



- Consumers are using mobile devices at different points of the purchase cycle:

- Discounts and deals
- Product / experience discovery
- Store locator
- Comparison shopping and reviews
- Checkout



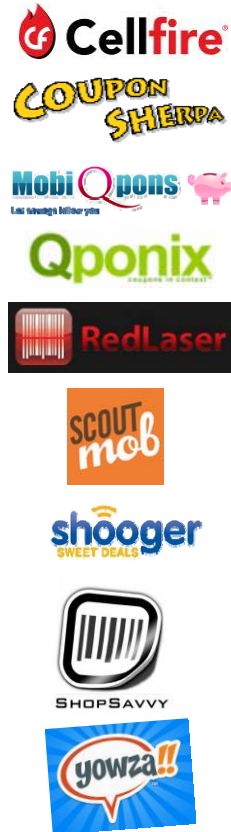
- Each point of the purchase cycle provides an opportunity to engage, redirect, and add value to purchase decisions for shoppers

Emerging M-Commerce Landscape

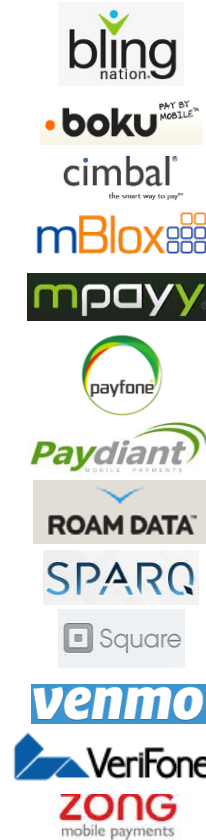
Mobile Discovery



Mobile Coupons



Mobile Payments



E-Commerce Mobilizers



M-Commerce Trends: Mobile Discovery

- Internet-enabled mobile devices leading to experience discovery while on the go
- GPS and location-based technology allow for real-time integration of information about a user's surroundings
 - Increasing use of augmented reality layer
 - Opportunity to target nearby consumers in real-time
- Merchant strategy shift: from pull-based discovery (search results) to use of push-based discovery (deals and promotions) to actively target nearby consumers
- Consumer behavior shift: consumers moving from simple search and research to interacting with merchants, e.g. through use of QR codes and promotions



M-Commerce Trends: Mobile Coupons

- **Mobile devices = more personal and targeted delivery vehicle for promotions**



- **U.S. promotional spending on mobile coupons will grow from \$90 million in 2009 to \$6.5 billion in 2014 (1)**
- **Mobile coupons open the target audience beyond the traditional demographic for coupons (older, head of household, female)**
- **Low-cost distribution of mobile coupons will contribute to displacement of traditional paper coupons**
 - **Traditional local advertising companies need to understand trend of mobile disrupting couponing and local directory services**

(1) Source: Borell Associates (April 2010).

M-Commerce Trends: Mobile Payments

- Evolution of scanning coupons at checkout → mobile phone as payment device



- Mobile phones as standard payment method still a few years away, but many innovations springing up in anticipation
- Many large players along the value chain looking to enter mobile payments
 - Google and Apple as networks of merchants and consumers
 - ISIS: joint venture formed by AT&T, T-Mobile, and Verizon
 - VeriFone PAYware Mobile
 - eBay / PayPal has a large developer community dedicated to mobile payment applications
- Dodd-Frank and Durbin Amendment would cap debit card fees to \$0.12 per transaction, leveling the playing field between traditional payments providers and “cheaper” mobile alternatives

M-Commerce Trends: Mobile Shopping

- Digital goods (e.g., apps, games, music, news, literature, etc.) currently dominate mobile commerce, but mobile as a channel for physical goods is growing
- Mobile-optimized sites allow for convenient browsing and shopping of physical goods without using a desktop computer and on-the-go
 - Mobile shoppers more likely to have an immediate need or impulse-purchase
- Mobile web traffic to e-commerce sites was up more than 300% year-over-year during 2010 holiday shopping season ⁽¹⁾
- Mobile ticketing, including events and travel, will be the largest near-term driver of m-commerce for physical goods and services
- Luxury retailers will be among the first non-tech retail sectors to focus on mobile commerce sites
 - Shoppers expect high-end experience throughout all channels, including mobile
 - Early adopters of smartphones = more affluent consumers

(1) Source: Conductor (February 2011).

M-Commerce Investment Considerations





Highlights

- ✔ Increasing integration of mobile devices into consumer lifestyle and innovation of applications will lead to continued growth in opportunities
- ✔ The mobile screen is a channel for retailers to reach consumers in a more sophisticated and targeted way
 - Opportunities in shopper marketing and analytics
- ✔ Use of mobile devices for payment and checkout opens realm of opportunities for customer engagement and bridging online commerce with offline

Risks

- ✘ Many small players who lack scale, large industry veterans could force them out of market
- ✘ Mobile discovery and coupon services must be delivered in a targeted and efficient manner in order to avoid check-in and deal fatigue
- ✘ For mobile payments, leaders may not emerge for another 1-2 years due to number of emerging technologies and standards, as well as competitive forces from traditional payments
- ✘ Concerns around security already emerging
 - Theft of device with universal access to personal information
 - Children buying digital goods with no authorization from parents

Opportunities in the Universe

-  **amazon**
 - Mobile commerce makes up more than \$1 billion in sales
 - Local will be inevitable, and mobile commerce services will be an integral part
-  **eBay**
 - Acquired Milo.com and RedLaser to bolster its local and mobile commerce efforts; will continue to integrate its marketplace into local / mobile and capitalize on mobile payments
-  **Google**
 - Acquired Zetawire, whose technology boosts Google's work in NFC
 - Captive share of search and mobile reach has high leverage potential
-  **Apple**
 - With the App Store and iTunes Music Store in place, mobile commerce and payments would be a natural extension of their customer and merchant network
- **E-Commerce Enablers**
 - Mobilizing e-commerce sites will be a big focus for many retailers
- **Ad Agencies**
 - Looking to add store mobilization and mobile marketing capabilities

Recent Mobile Commerce M&A Activity



- eBay acquired mobile app developer Critical Path on December 15, 2010, adding to its mobile / local acquisitions of RedLaser and Milo.com



- JiWire acquired location-based shopping platform NearbyNow on November 23, 2010



- Motorola acquired mobile discovery app provider Aloqa on September 16, 2010



- Google acquired NFC mobile payments company Zetawire on August 30, 2010



- Akamai acquired mobile web developer Velocitude on June 10, 2010



- Stakool acquired mobile payment company LinqPay on June 2, 2010



- Groupon acquired mobile app developer Mob.ly on May 5, 2010, to expand its mobile capabilities

Source: CapIQ.

Recent Mobile Commerce Investments

Richard Heise Jr.



- Mobile shopping assistant and self-checkout provider AisleBuyer raised \$4.0 million from Richard Heise, Jr. on November 23, 2010

Undisclosed



- Mobile loyalty and coupon redemption platform Infinian raised \$3.2 million on October 20, 2010 from an undisclosed source

Undisclosed



- Mobile retail developer Digby raised \$3.0 million on July 15, 2010 from an undisclosed source

Undisclosed



- Mobile financial payments company mFoundry raised \$8.0 million on July 14, 2010 from undisclosed investors

ANDREESSEN HOROWITZ



- Online payment services Boku raised an undisclosed amount on May 27, 2010 from Andreessen Horowitz

Source: CapIQ.

Recent Mobile Commerce Investments (cont'd)

matrix
PARTNERS



ZONG
mobile payments

- Online mobile payment service provider Zong received a private placement of \$15.0 million from Matrix Partners on April 27, 2010

OATV

union
square
ventures



foursquare

ANDREESSEN HOROWITZ

- Mobile discovery services company Foursquare received a joint venture of \$20 million from Union Square Ventures, O'Reilly AlphaTech Ventures, and Andreessen Horowitz on June 29, 2010

ingenico



ROAM DATA

- Mobile payments company ROAM Data raised \$6.5 million from Ingenico SA on November 10, 2009

Source: CapIQ.

C. Mobile Analytics

Mobile Analytics Landscape

KEY PUBLIC COMPANIES



KEY PRIVATE COMPANIES



OTHER COMPANIES

Web

- Amethon
- PercentMobile
- TigTags
- Xtract

Applications

- Localytics
- Medialets
- TapMetrics (Millenial Media)

Both

- Mobilytics
- Motally (Nokia)
- Umber Systems

‡ denotes mobile web analytics companies
 * denotes mobile application analytics companies

Mobile Analytics Investment Considerations

Highlights

- ✓ Mobile analytics play a very important part in targeting the mobile consumer and enhancing mobile marketing
- ✓ Lack of clear leader provides a market opportunity

Risks

- ✗ Space fragmented in terms of technology and capability

Mobile Analytics M&A Transactions

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
10/01/10	Velti Plc	Mobclix, INC.	NA	NA	NA
08/20/10	Nokia Corporation	Motally, Inc.	NA	NA	NA
02/23/10	Millennial Media, Inc.	TapMetrics, Inc.	NA	NA	NA
10/09/09	Tellabs Inc.	Wichorus, Inc.	\$162.0	NA	NA
05/28/08	comScore, Inc.	M:Metrics, Inc.	63.4	6.40x	NM

Mobile Analytics Investments

(\$ in millions)

Date	Investor	Company	Investment Amount
02/23/11	Undisclosed	M.A.D. Partners LLC Incorporated	\$5.0
01/24/11	Undisclosed	Mobile Complete, Inc.	2.0
12/30/10	Undisclosed	Root Wireless, Inc.	2.0
12/30/10	Undisclosed	Telespree Communications	1.5
12/22/10	Accel Management Co, Inc.; Index Ventures; Khosla Ventures	Lookout	19.5
12/01/10	Draper Fisher Jurvetson; Draper Richards, L.P.; InterWest Partners; Menlo Ventures; Union Square Ventures;	Flurry, Inc.	14.8
11/09/10	Bessemer Venture Partners; Union Square Ventures; 500 Startups	Twilio Inc.	12.0
06/15/10	Accel Management Co, Inc.; Charles River Ventures; Mohr Davidow Ventures; Intel Capital; Nauta Capital;	Carrier IQ, Inc.	12.0
05/11/10	Draper Fisher Jurvetson Gotham Ventures; Foundry Group	Medialets, Inc.	6.0
01/12/10	Draper Fisher Jurvetson; Draper Richards, L.P.; InterWest Partners; First Round Capital; Union Square Ventures	Flurry, Inc.	7.0
08/05/09	LaunchBox Digital	TapMetrics, Inc.	NA
06/08/09	BlueRun Ventures	Motally, Inc.	0.8
03/13/09	Presidio; Accel Partners; Charles River Ventures; Nauta Capital; Mohr Davidow Ventures; Sumitomo; Intel Capital	Carrier IQ, Inc.	11.0
12/11/08	Presidio; Accel Partners; Intel Capital	Carrier IQ, Inc.	20.0
09/19/08	Genuity Capital Partners	IntelliOne Technologies Corporation (nka:Urban	14.5
02/20/07	JMI Equity; Motorola Solutions Venture Capital; Zon Capital Partners, LLC; JMI Equity Fund V, L.P.	AirClic, Inc.	12.5
08/08/06	Accel Management Co, Inc.; Charles River Ventures; Mohr Davidow Ventures	Carrier IQ, Inc.	10.0
06/01/06	Meritage Private Equity Funds; Frontera Group, LLC; The Angels' Forum	Mobile Content Networks, Inc.	6.0
01/13/06	Undisclosed	SVB Technologies, Inc.	NA
10/17/05	Prism VentureWorks; i-Hatch Ventures LLC; Kantar Group	M:Metrics, Inc.	7.0
01/2005	Accel Management Co, Inc.; Charles River Ventures; Mohr Davidow Ventures	Carrier IQ, Inc.	NA

Source: CapIQ; includes private placements of at least \$5.0MM

D. Mobile Social

Mobile Social Overview

- **Mobile social networkers to top 600 million by 2013** ⁽¹⁾
 - Subscribers accessing social networking sites via mobile devices will grow to 607.5 million worldwide by 2013, representing 43% of global web users ⁽¹⁾
 - Mobile social networkers will grow to 56 million in the U.S. by 2013, about 45% of the nation's mobile web user segment ⁽¹⁾
 - As of November 2010, Facebook's mobile users hit 200 million worldwide, after hitting 100 million in February ⁽²⁾
- **U.S. mobile social networking revenues is expected to be \$421 million during 2010 and will break \$1.0 billion by 2013** ⁽³⁾
- **Location-based socialization services, games, SMS, and IM are all in development**
 - Mobile-based social networks take advantage of the localized, personal nature of phones and allow users to broadcast locations and plans in real-time
 - Applications such as Buzzd, Meet Now Live, Sniff (Social Network Integrated Friend Finder), Whrrl, and CitySense target social network users
- **Mobile users spend 91% of their time socializing online, compared to 79% for web users** ⁽⁴⁾

(1) Source: eMarketer (November 2009)

(2) Source: Facebook (November 2010)

(3) Source: Informa (March 2010)

(4) Source: Flowtown (March 2010)

Mobile Social Landscape

KEY COMPANIES

 buzzd®

 SMS GupShup

 iskoot
(Qualcomm)

 loopt®

 mig33

 scvngr

 foursquare

 Gowalla

 MocoSpace
Mobile Communities

OTHER COMPANIES

- | | | | | |
|---|---------------|----------------|----------------|--------------|
| • BrightKite | • Juicecaster | • Mobiseer | • ShoZu | • Zannel |
| • Bubble Motion | • Jumpclaimer | • Mobspray | • Snapvine | • ZYB |
| • Cellspin | • JYGY | • Mobyko | • Socialbomb | Technologies |
| • GyPSii | • Limbo | • Next2Friends | • Ta Tango | ApS |
| • HootSuite Media | • lotum | • Pixpulse | • Treemo | |
| • InterCasting Corp.
(Good Technology, Inc.) | • meetMoi | • RmbrMe | • Wireless Ink | |

Mobile Social Investment Considerations

Highlights

- ✓ Mobile social networks provide focused targeting opportunities based not only on consumer interests but also location
- ✓ Through sharing and connections, mobile social networks promise widespread propagation of content and messages (invaluable to brands and advertisers)

Risks

- ✗ Certain niche social networks lack ability to scale

Mobile Social M&A Transactions

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
03/01/11	Facebook, Inc.	Beluga Inc.	NA	0.00x	NA
02/03/11	TripAdvisor LLC	GlobalMotion Media, Inc.	NA	0.00x	NA
01/05/11	PostUp, Inc. (nka:Ubermedia)	Echofon, Inc.	NA	0.00x	NA
10/13/10	Qualcomm Innovation Center, Inc.	iSkoot Technologies Inc.	NA	0.00x	NA
09/28/10	Google Inc.	Plannr Company	NA	NA	NA
08/31/10	AOL, Inc.	Rally Up, Inc.	< \$10.0	NA	NA
03/26/10	Maverick Capital, Ltd.	Loopt, Inc.	NA	NA	NA
03/12/10	HootSuite Media, Inc.	Swift App, Inc.	NA	NA	NA
12/08/09	Global Grind Digital, Inc.	CelebrityTweet	NA	NA	NA
09/15/09	Myriad Group AG	Xumii, Inc.	NA	NA	NA
05/27/09	Good Technology, Inc.	InterCasting Corp.	NA	NA	NA
04/07/09	No Sleep Media LLC	Limbo Inc.	NA	NA	NA
06/04/08	WhitePages.com, Inc.	Snapvine, Inc.	NA	NA	NA
03/11/08	FunMobility, Inc.	Moblastic Corp.	NA	NA	NA
12/06/07	Double Eagle Holdings, Ltd.	Ultimate Social Network, Inc.	1.8	NA	NA
09/30/07	Time Warner Inc.	AIRMEDIA, Inc.	NA	NA	NA
09/27/07	Google Inc.	Zingku, Inc.	NA	NA	NA
05/17/07	DME Interactive Holdings, Inc.	MyNuMo, LLC (nka:PlayScreen, LLC)	NA	NA	NA
03/06/07	Peak Performance Solutions, Inc.	Mojungle, LLC	NA	NA	NA
08/05/06	DADAmobile, Inc.	Upoc Networks, Inc.	7.0	1.94x	NA
05/11/05	Google Inc.	Dodgeball.com	NA	NA	NA

Source: CapIQ

Mobile Social Investments

(\$ in millions)

Date	Investor	Company	Investment Amount
03/12/11	Index Ventures; Accel Partners Management LLP; SV Angel; 500 Startups	Lightbox	\$1.1
03/07/11	Undisclosed	Hurricane Party, Inc.	0.1
02/28/11	Undisclosed	Kuggaa Mobile, Inc.	0.3
02/23/11	Undisclosed	HomePipe Networks Inc.	1.9
02/14/11	Kleiner, Perkins, Caufield & Byers; KPCB Digital Growth Fund, L.P.	Facebook, Inc.	38.0
02/01/11	Wellington Partners Venture Capital GmbH; Salesforce.com; Softbank Holdings Inc.; Omidyar Network; Atomico	Seismic, Inc.	4.0
01/27/11	Undisclosed	Rocketalk, Inc.	10.0
01/21/11	Ben Franklin Technology Partners of Southeastern Pennsylvania, Investment Arm; Robin Hood Ventures; Mid	WizeHive, Inc.	NA
01/06/11	Sequoia Capital; Sheralo Ventures; Andreessen Horowitz; SV Angel; SV Angel Fund	Bump Technologies, Inc.	16.5
01/04/11	Hearst Interactive Media; Google Ventures	GoMiso, Inc.	1.5
01/03/11	Undisclosed	5Star	1.0
01/02/11	Led by Goldman Sachs Group	Facebook, Inc.	1000.0
12/31/10	Goldman Sachs Group, Merchant Banking Division; Mail.ru Group	Facebook, Inc.	500.0
12/30/10	Undisclosed	Qlique Labs, Inc.	0.7
12/23/10	Grotech Ventures; Allen & Company Inc., Investment Arm; Revolution Ventures	Personal, Inc.	7.6
12/21/10	Undisclosed	Berkley Networks Corporation	1.0
12/21/10	Undisclosed	Open Mobile Solutions, Inc.	0.1
12/03/10	Charles River Ventures; Metamorphic Ventures; Verizon Ventures	LocalResponse, Inc.	1.5
11/24/10	500 Startups	Zappli, Inc.	0.5
11/22/10	Undisclosed	TangoMe, Inc.	10.0
11/22/10	Novak Biddle Venture Partners	Town Flier, Inc.	0.5
11/17/10	Benchmark Capital; Kleiner, Perkins, Caufield & Byers; Union Square Ventures; Spark Capital; KPCB Digital	Twitter, Inc.	200.0
11/17/10	Vast Ventures Inc.; SV Angel	Fashism, Inc.	1.0
11/12/10	Sequoia Capital; Union Square Ventures; Spark Capital	Tumblr, Inc.	30.0
11/12/10	Undisclosed	Forkly, Inc.	0.5
11/08/10	Accel Management Co, Inc.; Redpoint Ventures; DCM; Gree, Inc.	Project Goth, Inc.	8.9
05/22/10	Google Ventures	GoMiso, Inc.	NA
03/27/10	Undisclosed	Foursquare Labs, Inc.	10.0
02/08/10	Benchmark Capital; DoCoMo Capital; Intellect Capital Ventures; Hillsven; Novel TMT Ventures; Motorola	TuneWiki, Inc.	NA
10/28/09	Undisclosed	Aylus Networks, Inc.	9.3
06/01/09	Palomar Ventures; Sequoia Capital; Comcast Interactive Capital, LP	Bubble Motion, Inc.	6.0
02/11/09	Accel Management Co, Inc.; KPG Ventures	Ludic Labs, Inc.	5.0
01/2009	Azure Capital Partners; Draper Fisher Jurvetson; New Enterprise Associates; Nexit Ventures Oy	Limbo Inc.	9.0
09/08/08	CM Capital Investments; Southern Cross Venture Partners	Xumii, Inc.	5.5
05/27/08	Led by T-Mobile Venture Fund I	Pelago, Inc.	15.0
05/21/08	Mohr Davidow Ventures; Deep Fork Capital	Fliptrack, Inc.	5.7

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Social Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
03/26/08	Sequoia Capital; Comcast Interactive Capital, LP; Sequoia Capital India; Northgate Capital Group, L.L.C.	Bubble Motion, Inc.	\$14.0
03/13/08	Draper Fisher Jurvetson	ShareThis, Inc.	15.0
01/29/08	Accel Management Co, Inc.; Redpoint Ventures; Technology Venture Partners Pty. Ltd.; DCM	Project Goth, Inc.	13.5
09/21/07	Draper Fisher Jurvetson; First Round Capital; Bridgescale Partners	Snapvine, Inc.	10.0
08/28/07	VantagePoint Venture Partners	Bluepulse, Inc.	6.0
07/30/07	Warburg Pincus LLC; Warburg Pincus Private Equity IX, L.P.	Vringo, Inc.	12.1
07/20/07	Mohr Davidow Ventures	hi5 Networks, Inc.	20.0
07/19/07	New Enterprise Associates; Sequoia Capital	Loopt, Inc.	12.0
06/06/07	Egan-Managed Capital; FA Technology Ventures; Greycroft Partners LLC	OnePIN, Inc.	8.0
06/05/07	Lightspeed Venture Partners; Frazier Technology Ventures	IceBreaker, Inc.	7.2
05/08/07	Venrock; Masthead Venture Partners; Avalon Ventures	InterCasting Corp.	12.0
05/07/07	Accel Management Co, Inc.; Redpoint Ventures; Technology Venture Partners Pty. Ltd.; BESEN Pty Ltd	Project Goth, Inc.	10.0
05/03/07	Index Ventures; Khosla Ventures; Trilogy Equity Partners	AdMarvel, Inc.	5.7
04/25/07	Draper Fisher Jurvetson; New Enterprise Associates; Azure Capital Partners	Limbo Inc.	8.0
02/27/07	Charles River Ventures; Jesselson Capital; ZG Ventures, LLC; Khosla Ventures	iSkoot Technologies Inc.	7.0
11/10/06	Kleiner, Perkins, Caufield & Byers; Trilogy Equity Partners; Bezos Expeditions, LLC	Pelago, Inc.	7.4
10/04/06	Palomar Ventures; U.S. Venture Partners	Tap11, Inc.	6.0
07/27/06	Draper Fisher Jurvetson; First Round Capital	Snapvine, Inc.	NA
07/19/06	Draper Fisher Jurvetson; Azure Capital Partners	Limbo Inc.	9.0
05/15/06	Trinity Ventures	Photobucket, Inc.	14.2
11/23/05	New Enterprise Associates; Sequoia Capital	Loopt, Inc.	5.0
08/16/05	Charles River Ventures; Silicon Valley Bancshares; WorldView Technology Partners; Motorola Ventures	Avvenu, Inc.	7.5
08/08/05	Masthead Venture Partners; Avalon Ventures	InterCasting Corp.	5.5

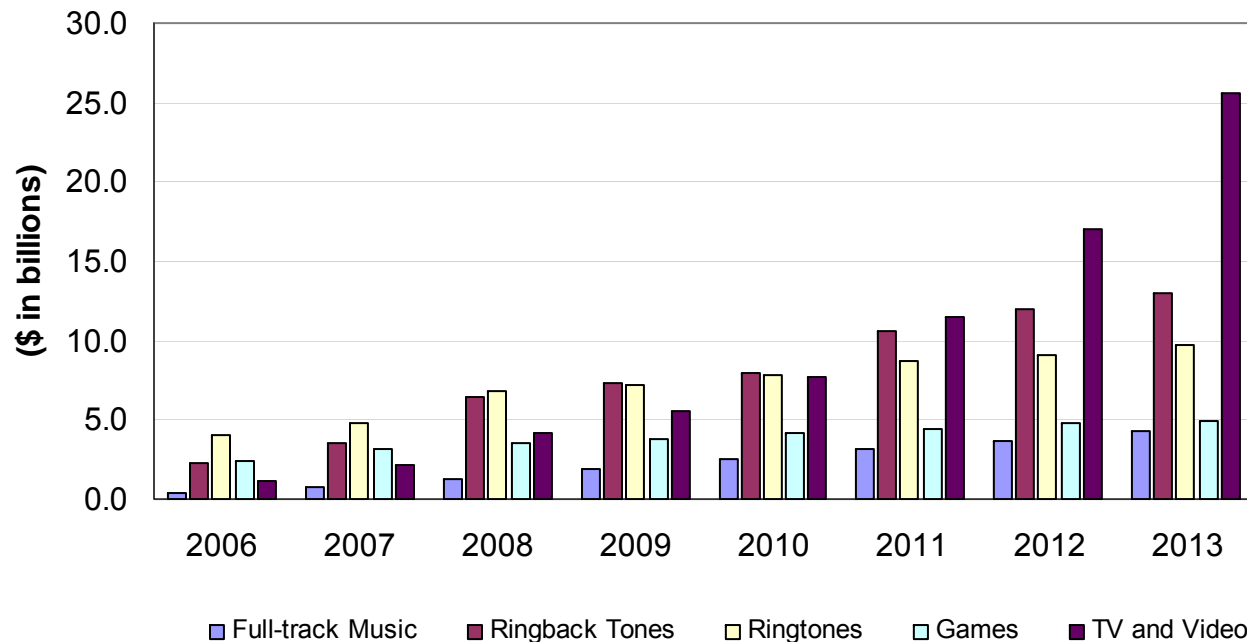
Source: CapIQ; includes private placements of at least \$5.0MM

E. Content

Mobile Content Overview – Worldwide

- **Worldwide mobile entertainment revenue for 2009 was \$25.7 billion and is expected to rise to \$57.4 billion by 2013**
- **Significant regional disparities exist in adoption of mobile entertainment products**
 - Asia/Pacific region major source of revenue

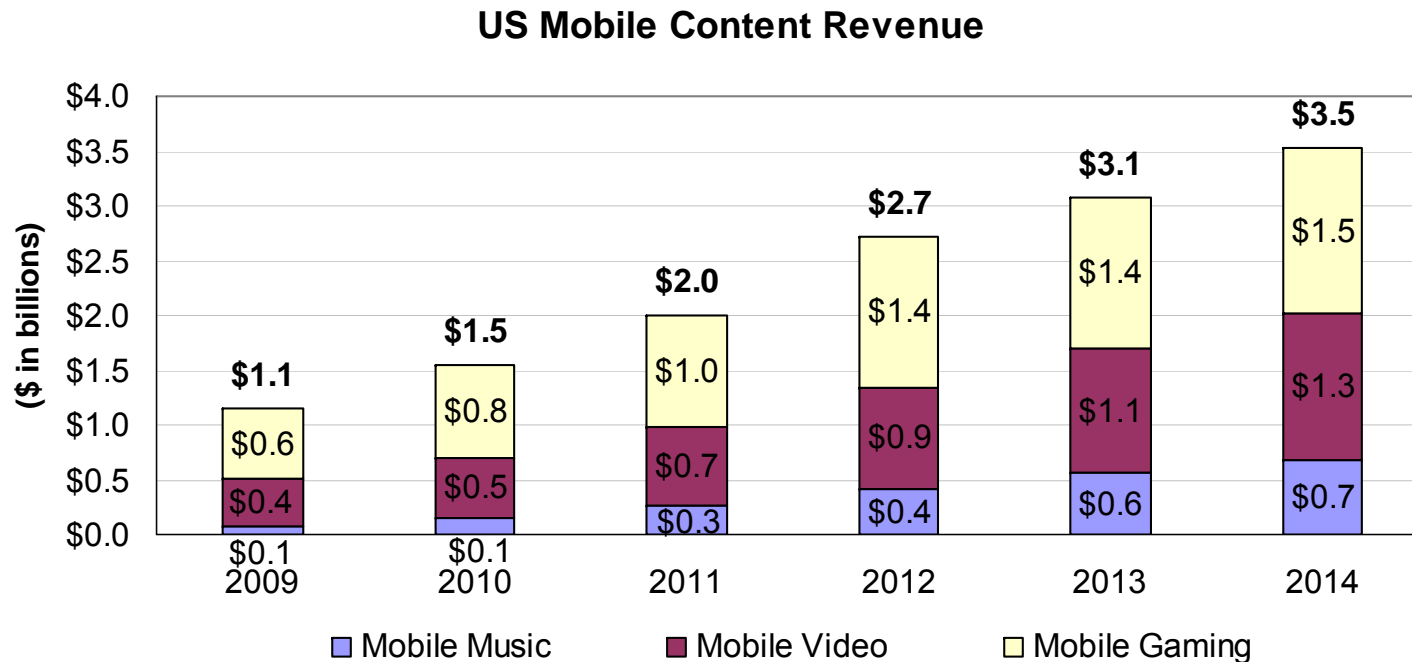
Global Mobile Entertainment Revenue



Source: IDC Worldwide Premium Mobile Entertainment 2009-2013 Forecast and Analysis (December 2009)

Mobile Content Overview – U.S.

- U.S. mobile content revenue in 2009 was \$1.1 billion and is expected to rise to \$3.5 billion by 2014, representing a 25.3% CAGR
- Mobile music spend will shift from ringtone purchase to full-length song access from the cloud
- Mobile device improvements, including screen size and speed, will spur growth in mobile gaming and mobile video



Source: eMarketer, August 2010

Mobile Applications

- **Mobile app market growing rapidly**
 - Mobile app revenues will hit \$58 billion in 2014, with an increasing shift from advertising to end-user spending ⁽¹⁾
 - Mobile users will download 44 billion mobile apps by 2016⁽²⁾
 - Companies have begun to invest heavily in applications
 - Kleiner Perkins iFund launched a \$100 million iPhone fund, which has since doubled to \$200 million and has invested in 14 companies
 - RIM, Thomson Reuters, and RBC launched a \$150 million mobile app fund and has invested in 12 companies
- **Three key business models for mobile applications**
 - Priced applications with initial download fee and maintenance fees
 - Free, ad-subsidized applications – predicted to be the “most prevalent” by Matt Murphy, partner of iFund
 - Branded applications to increase brand awareness and marketing, e.g. Genex developed a Kraft Foods recipe application with 10,000+ downloads

(1) Gartner, January 2011

(2) ABI Research, April 2011

Mobile Content Landscape

PUBLIC COMPANIES



PRIVATE COMPANIES

Applications	Content	Application Portal	Application Development
<ul style="list-style-type: none"> •Appigo •Big in Japan •Booyah •Bump Technologies •Digital Chocolate •DS Media Labs (Apperian) •Melodeo (HP) •MotionApps •PlayScreen •Mippin •Remember the Milk •Shazam •Smule •SplashData •Tapuz Mobile •Umundo •VuClip 	<ul style="list-style-type: none"> •FLO TV Incorporated (Qualcomm) •HIPnTASTY •Melodeo (HP) •mSpot •Myxer •PokerStars •Shazam •Tapuz Mobile •Umundo Mobile •VuClip •Zed USA 	<ul style="list-style-type: none"> •GetJar (Loris Ltd.) •Mobango •MotionApps •PocketGear 	<ul style="list-style-type: none"> •Apperian •Azingo (Motorola) •Mippin •Trilibis •Wirkle

Mobile Content Investment Considerations

Highlights

- ✓ **Micropayments will create new revenue opportunities**
- ✓ **Forrester predicts that mobile content will not slow down as a result of the economic crisis**
 - Low prices still make content an appealing purchase
- ✓ **Content is becoming unshackled by operator portals**
 - Will be based on direct services by content and services providers via open source phones and mobile-friendly internet-based services

Risks

- ✗ **Cost of content such as TV and video deters consumers**
 - TV and video will likely move to an ad-supported models
- ✗ **Monetization of content and use of advertising are still large question marks, especially in terms of “free vs. paid” and privacy concerns**

Mobile Content M&A Transactions

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
04/25/11	ValueClick Media	Greystripe, Inc.	\$70.0	NA	NA
04/21/11	GREE International, Inc.	OpenFeint Inc.	104.00	NM	NA
04/20/11	eBay Inc.	Where, Inc.	NA	NA	NA
04/13/11	Life360 Inc.	MacSpots Software LLC	NA	NA	NA
04/11/11	nSphere, Inc.	Peekaboo Mobile, Inc.	NA	NA	NA
04/11/11	CommerceTel Corp.	Mobile Visions, Inc.	4.02	NA	NA
03/08/11	Vringo, Inc.	m-Wise Inc., Substantially all Assets	4.07	NA	NA
02/25/11	Exclaim Mobility, Inc.	Didiom LLC	NA	NA	NA
02/14/11	Marvell Technology Group Ltd.	Kinoma, Inc.	NA	NA	NA
02/08/11	24 Mobile Advertising Solutions AB	THQ Wireless, Inc.	NA	NA	NA
01/26/11	LinkedIn Corporation	CardMunch, Inc.	NA	NA	NA
01/20/11	Market Leader, Inc.	kwkly, LLC	1.15	NA	NA
12/22/10	Jesta Capital Group	Fox Mobile Group, Inc.	NA	NA	NA
01/06/11	Skype Technologies S.A.	Qik, Inc.	NA	NA	NA
12/15/10	eBay Inc.	Critical Path Software Inc.	NA	NA	NA
12/13/10	NAVTEQ Corporation	Reach Unlimited Corporation	NA	NA	NA
12/02/10	Zynga, Inc.	Newtoy, Inc. (nka:The Zynga With Friends Studio)	NA	NA	NA
11/18/10	Expedia Inc.	Mobiata, LLC	NA	NA	NA
11/16/10	Brand Affinity Technologies, Inc.	Fantapper, Inc.	NA	NA	NA
11/03/10	Super Rad Corporation	Ooh Wee Media, Inc.	NA	NA	NA
10/30/10	Biztegra Partners LLC	Outcome Labs LLC	NA	NA	NA
10/18/10	FremantleMedia Ventures	Ludia, Inc.	NA	NA	NA
10/12/10	Dena Co. Ltd.	ngmoco, LLC	400.00	NA	NA
09/15/10	Harman International Industries Inc.	Aha Mobile, Inc.	1.80	NA	NA
09/13/10	DeNA Global, Inc.	Gameview Studios, LLC	NA	NA	NA
08/24/10	Research In Motion Limited	Cellmania, Inc.	NA	NA	NA
08/10/10	WebTrends Corporation	Transpond, Inc.	NA	NA	NA
08/09/10	Media Exchange Group, Inc.	5000 Ft., Inc.	NA	NA	NA
07/01/10	Disney Interactive Media Group	Tapulous Inc.	NA	NA	NA
06/23/10	Hewlett-Packard Company	Melodeo, Inc.	NA	NA	NA

Source: CapIQ

Mobile Content M&A Transactions (cont'd)

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
06/01/10	Strategic Rare Earth Metals, Inc.	Mobile 2 Earth	NA	NA	NA
05/05/10	GoTV Networks, Inc.	Hands-On Mobile, Inc., HOMBRE Division	NA	NA	NA
05/05/10	Groupon, Inc.	Mob.ly	NA	NA	NA
04/26/10	Bloson.com	SeeqPod, Inc.	NA	NA	NA
04/28/10	California MLS, Inc.	Multi-Regional Multiple Listing Service, Inc.	NA	NA	NA
04/08/10	Antenna Software, Inc.	Vaultus Mobile Technologies, Inc. (nka:Antenna Vaultus Inc.)	NA	NA	NA
03/23/10	Offerpal Media, Inc. (nka:Tapjoy, Inc.)	Tapjoy Inc., Prior to Merger with Offerpal Media	NA	NA	NA
03/23/10	Connect2 Media Limited	Sennari, Inc.	NA	NA	NA
03/04/10	Big in Japan, Inc.	Snappr	NA	NA	NA
02/23/10	Pocketgear, Inc. (nka:Appia, Inc.)	Handango, Inc.	NA	NA	NA
01/07/10	SplashData, Inc.	iambic, Inc.	NA	NA	NA
01/19/10	Apperian, Inc.	DS Media Labs, Inc.	NA	NA	NA
02/08/10	Zad Mobile, Inc.	Emotive Communications, Inc.	NA	NA	NA
02/02/10	Applicious Inc.	AppVee, LLC	NA	NA	NA
09/30/09	AT&T Interactive, Inc.	Plusmo, Inc.	NA	NA	NA
08/24/09	TIE Technologies, Inc.	Mobile Apps, Inc.	NM	NA	NA
07/10/09	Blackboard Inc.	Terriblyclever Design, LLC	\$4.00	NA	NA
07/02/09	NTT DoCoMo, Inc. (nka:NTT DOCOMO, Inc.)	PacketVideo Corporation	130.00	NA	NM
04/24/09	NTN Buzztime Inc.	iSports, Inc.	0.20	NA	NA
01/16/09	Sony Online Entertainment, LLC	Octopi LLC	NA	NA	NA
11/18/08	BSQUARE Corp.	TestQuest, Inc.	2.12	0.44x	NA
09/14/08	Best Buy Co. Inc.	Napster Inc.	69.37	0.55x	NM
07/30/08	QSound Labs Inc.	MachineWorks Northwest LLC, Ripp3D Graphics Engine	3.10	NA	NA
06/30/08	New Motion, Inc.	Ringtone.com, LLC	6.95	0.68x	NA
06/27/08	Purple Labs SA	Openwave Systems Inc., Mobile Phone Client Software Business	32.00	NA	NA
09/15/08	Onstream Media Corp.	Narrowstep Inc	7.47	1.63x	NM
05/14/08	Comcast Corporation	Plaxo, Inc.	NA	NA	NA
05/08/08	SHAPE Services GmbH	Warelex LLC	2.40	NA	NA
04/25/08	RepeatSeat Ltd.	Don't Shoot Enterprises, Inc.	NM	NA	NA
12/30/07	MedLink International, Inc.	Anywhere MD, Inc., Substantially All Assets	0.30	NA	NA

Source: CapIQ

Mobile Content M&A Transactions (cont'd)

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
10/15/07	Motricity, Inc.	InfoSpace Mobile Inc.	\$135.00	NA	NA
10/11/07	CBS Interactive Inc.	Dotspotter, Inc. (nka:TheInsider.com)	10.00	NA	NA
08/09/07	UpSNAP Inc., Prior to Reverse Merger with	Mobile Greetings, Inc.	7.11	NA	NA
08/08/07	Scripps Networks Interactive, Inc.	Incando Corporation	4.70	NA	NA
05/05/10	GoTV Networks, Inc.	Hands-On Mobile, Inc., HOMBRE Division	NA	NA	NA
06/01/10	Strategic Rare Earth Metals, Inc.	Mobile 2 Earth	NA	NA	NA
02/08/10	Zad Mobile, Inc.	Emotive Communications, Inc.	NA	NA	NA
07/17/07	Oberon Media, Inc.	PixelPlay, Inc.	NA	NA	NA
07/03/07	Fast Search & Transfer ASA	AgentArts, Inc.	7.00	NA	NA
09/11/07	SilverBirch Inc.	CrossRoad Mobile, LLC	1.65	NA	NA
03/14/07	Traffix, Inc.	EZ-Tracks L.P.	8.02	NA	NA
01/05/07	Garmin Ltd.	Digital Cyclone, Inc.	45.00	NA	NA
11/21/06	Oberon Media, Inc.	BLAZE	NA	NA	NA
10/13/06	Come&Stay SA	Multimedia Direct Inc.	3.80	NA	NA
09/11/06	2 ergo Group plc	Proteus	NA	NA	NA
08/09/06	MTV Networks Company	Atom Entertainment, Inc.	200.00	NA	NA
08/07/06	Nokia Corporation	Loudeye Corp.	37.36	1.27x	NM
08/03/06	Buongiorno USA, Inc.	Rocket Mobile, Inc.	27.00	5.40x	NA
06/28/06	Comcast Corporation	thePlatform, Inc.	NA	NA	NA
06/22/06	Konami Digital Entertainment, Inc.	Blue Label Interactive, Inc.	1,099.00	NA	NA
03/31/06	Institutional Investors	Adamind Ltd.	47.13	7.66x	NM

Source: CapIQ

Mobile Content M&A Transactions (cont'd)

(\$ in millions)

Date	Acquirer	Target	Implied Enterprise Value	Enterprise Value to LTM Revenue	LTM EBITDA
01/18/06	SkillJam Technologies Corporation	Octopi LLC	\$6.00	NA	NA
10/13/05	MTV Networks Company	IFILM Corp.	49.00	NA	NA
07/27/05	International Game Technology	WagerWorks, Inc.	90.00	NA	NA
07/19/05	NextWave Wireless LLC	PacketVideo Corporation	46.60	NA	NM
07/14/05	Superscape Group Limited	Penultimate Inc.	9.68	13.60x	NA
04/11/05	WinWin Gaming, Inc.	Pixiem, Inc.	1.90	NM	NM
04/20/05	JAMDAT Mobile Inc.	Blue Lava Wireless	138.78	NA	NA
03/24/05	Most Home Corp.	Executive Wireless Inc.	0.46	NA	NA
01/10/05	VeriSign Inc.	LightSurf Technologies, Inc.	269.88	NA	NA
01/05/05	JAMDAT Mobile Inc.	Downtown Wireless L.L.C.	5.15	NA	NA

Mobile Content Investments

(\$ in millions)

Date	Investor	Company	Investment Amount
04/08/11	Sequoia Capital	WhatsApp Inc.	\$8.0
04/07/11	Charles River Ventures	Fluent Mobile, Inc.	5.5
03/31/11	Steamboat Ventures, LLC; DFJ Frontier; Draper Fisher Jurvetson Mercury Venture Partners, L.P.; Greycroft	GameSalad Inc.	6.1
03/22/11	Bill Harris and Mark Goines	NetGate, Inc.	NA
03/21/11	Draper Fisher Jurvetson; Madrona Venture Group	Z2Live, Inc.	2.5
03/17/11	EI Dorado Ventures; The Blackberry Partners Fund, L.P.; ATP Capital Management Inc.	Padopolis, Inc.	1.3
03/10/11	Undisclosed	DriveMeCrazy, Inc.	0.3
03/09/11	Felicis Ventures LLC; DreamIt Ventures; StartI, Inc.; ENIAC Ventures; Theoria Capital Management Pte Ltd.; 500	MindSnacks LLC	1.2
03/09/11	Accel Management Co, Inc.; August Capital; First Round Capital; Sheralo Ventures; DAG Ventures, LLC	StumbleUpon, Inc.	17.0
03/07/11	Birch Capital; SugarOak Holdings, Inc.	ZoomSafer Inc.	1.1
03/03/11	CincyTechUSA, Investment Arm; CincyTech Seed Fund I, L.P.; Hamilton County Development Company	SampleSaint, Inc.	1.0
03/03/11	Mohr Davidow Ventures; Deep Fork Capital; Motorola Mobility Ventures	Fliptrack, Inc.	NA
03/01/11	Undisclosed	BUMP Network, Inc.	1.0
03/01/11	Lowercase Capital	UpNext, Inc.	0.5
02/28/11	Undisclosed	ClairMail, Inc.	15.0
02/25/11	Acumen Fund	Sproxil, Inc.	1.8
02/24/11	GRP Partners; Kleiner, Perkins, Caufield & Byers; Matrix Partners	GOGII, Inc.	15.0
02/22/11	Sutter Hill Ventures; Intel Capital; DN Capital Limited; Bridgescale Partners	Digital Chocolate, Inc.	12.0
02/22/11	Javelin Venture Partners	Emdigo, Inc.	1.1
02/21/11	FirstMark Capital, L.L.C.; IA Ventures; BMW i Ventures; BMW i Ventures	My City Way	5.0
02/15/11	Greylock Partners; Excel Venture Management; Greylock Discovery Fund	Catch.com, Inc.	7.0
02/08/11	Andreessen Horowitz	Brooklyn Packet Company LLC	18.2
02/01/11	XG Ventures; TomorrowVentures, LLC	Doppelgames Inc.	NA
01/27/11	Undisclosed	Appolicious Inc.	1.0
01/26/11	Undisclosed	PlaySay, Inc.	1.3
01/25/11	Undisclosed	AppMobi LLC	6.0
01/20/11	Intersouth Partners; Florida State Board of Administration; H.I.G. Ventures, LLC; Florida Growth Fund	LOC-AID Technologies, Inc.	13.0
01/18/11	Undisclosed	Siteminis Incorporated	1.5
01/14/11	Arthur Ventures	Boost Information Systems, Inc.	1.5
01/11/11	Motorola Mobility Ventures	Catch Media Inc.	3.5
01/10/11	Advanced Technology Development Center; 500 Startups; 500 Startups	Khush, Inc.	NA
01/03/11	Innovation Works	NoWait, Inc	0.5
01/03/11	Undisclosed	RockSauce Studios, LLC	0.0
12/31/10	500 Startups	955 Dreams, Inc.	0.3
12/31/10	Tech Coast Angels Inc.	YouMail, Inc.	NA
12/31/10	True Ventures; Google Ventures; AOL Ventures	Schematic Labs, Inc.	NA
12/30/10	Undisclosed	Daily Interactive Networks, LLC	0.5
12/30/10	Undisclosed	UpStart Mobile, Inc.	0.1
12/29/10	Undisclosed	GoMiso, Inc.	2.0

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Content Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
12/23/10	Undisclosed	NoiseToys, Inc.	\$0.5
12/23/10	Insight Venture Partners	Kony Solutions, Inc.	19.1
12/23/10	Undisclosed	Mobile Technology Network, LLC	0.8
12/22/10	General Catalyst Partners; First Round Capital; Khosla Ventures; Betaworks; SV Angel; SV Angel Fund; Lerer	Mindless Dribble Inc.	10.6
12/22/10	Undisclosed	D Mobile, Inc.	1.2
12/21/10	Highland Capital Partners; Highland Capital Partners VII, L.P.; Balderton Capital; Google Ventures	SCVNGR, Inc.	17.0
12/21/10	Undisclosed	DiVitas Networks, Inc.	2.5
12/21/10	500 Startups; 500 Startups; Twilio Fund	Textaurant Corporation	0.0
12/17/10	Undisclosed	Mformation Technologies, Inc.	5.0
12/17/10	Hearst Interactive Media; Google Ventures	Miso Media, Inc.	1.5
12/17/10	Undisclosed	MoFuse, Inc.	1.5
12/15/10	Sequoia Capital	Pocket Gems, Inc.	5.0
12/15/10	Undisclosed	Rave Wireless, Inc.	4.0
12/15/10	Undisclosed	Zumigo, Inc.	0.4
12/14/10	Coceve, Inc.; Kima Ventures; WasabiVentures	Tektrak, Inc.	NA
12/09/10	Undisclosed	Applco LLC	NA
12/08/10	Undisclosed	MeLLmo Inc.	10.1
12/08/10	True Ventures	Appconomy Inc.	1.7
12/07/10	Undisclosed	LiquidSpace, Inc.	1.8
11/30/10	Undisclosed	MobileIQ, Inc.	0.1
11/23/10	Undisclosed	Fluent Mobile, Inc.	5.5
11/19/10	Sigma Partners; Kepha Partners	Azuki Systems, Inc.	8.0
11/19/10	Undisclosed	Apperian, Inc.	0.5
11/14/10	Undisclosed	Alphonso Labs, Inc.	0.8
11/12/10	Draper Fisher Jurvetson; Quest Ventures; Global Brain Corporation; ZIG Capital; 500 Startups	Retailgence, Inc.	1.5
11/10/10	Goldman Sachs Group, Merchant Banking Division; Oak Investment Partners; Infinity Private Equity Fund;	Oberon Media, Inc.	16.0
11/01/10	Kleiner, Perkins, Caufield & Byers; iFund, L.P.	Callaway Digital Arts, Inc.	6.0
10/29/10	Apricot Capital, LLC	Peekaboo Mobile, Inc.	NA
10/29/10	Undisclosed	ScrollMotion Inc.	7.6
10/27/10	Paul Allen	Kiha Software, Inc.	20.0
10/21/10	Undisclosed	MediaFriends, Inc.	5.0
10/19/10	Morgenthaler; Sequoia Capital; DoCoMo Capital, Inc.; Troika Capital Partners-Venture Capital	Evernote Corporation	20.0
10/14/10	Rho Capital Partners, Inc.; VantagePoint Venture Partners; QUALCOMM Ventures	ChaCha Search, Inc.	23.0
10/13/10	Undisclosed	Mangia Technologies, Inc.	6.2
09/22/10	Verizon Ventures	gedelic systems, inc.	NA
08/24/10	TomorrowVentures, LLC	Trumpet Technologies, Inc.	NA
08/23/10	JLA Ventures; Trident Capital, Inc.; RBC Venture Partners; The Blackberry Partners Fund, L.P.;	Pocketgear, Inc. (nka:Appia, Inc.)	15.0
08/11/10	Google Ventures; Google Ventures, L.P.	ngmoco, LLC	NA
07/20/10	Kleiner, Perkins, Caufield & Byers; Index Ventures; The Chernin Group	Flipboard, Inc.	10.5
06/30/10	10 existing investors (including GGV Capital, NEA, and SRB Management) and 10 new investors	Glu Mobile, Inc.	13.5

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Content Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
06/29/10	Union Square Ventures; O'Reilly AlphaTech Ventures, LLC; O'Reilly AlphaTech Ventures, L.P.; Andreessen	Foursquare Labs, Inc.	\$20.0
06/28/10	Clearstone Venture Partners; MK Capital; Shasta Ventures	geodelic systems, inc.	7.0
06/09/10	Undisclosed	Pocketgear, Inc. (nka:Appia, Inc.)	12.5
06/09/10	Undisclosed	KwiqApps Inc.	NA
04/01/10	Draper Fisher Jurvetson; U.S. Venture Partners; Scale Venture Partners	Box.net, Inc.	18.0
03/25/10	Accel Management Co, Inc.; Hearst Interactive Media; General Catalyst Partners; Historic AOL LLC;	Brightcove, Inc.	12.0
03/24/10	Benchmark Capital; New Atlantic Ventures	Stitcher, Inc.	6.0
01/06/10	JLA Ventures; Labrador Ventures; RBC Venture Partners; Intel Capital; First Round Capital; Flybridge Capital	Transpera, Inc.	9.0
12/15/09	Bessemer Venture Partners; Granite Ventures, LLC; Shasta Ventures	SonicMule, Inc.	8.0
12/10/09	Undisclosed	ChaCha Search, Inc.	7.0
12/02/09	Bay Partners; Benchmark Capital; Stage 1 Ventures, LLC; Accrue Sports and Entertainment Ventures, LLC	HipLogic Inc.	7.0
11/24/09	Pitango Venture Capital	NetGate, Inc.	6.5
10/23/09	3M Co.	Artificial Life, Inc.	6.5
10/09/09	Undisclosed	Jet Set Games, Inc.	9.0
09/22/09	New Enterprise Associates; JAFCO Ventures	XinLab, Inc.	6.0
07/08/09	Y Combinator	Bump Technologies, Inc.	NA
07/08/09	Quest Ventures; CampVentures	Kik, Inc.	5.5
05/11/09	Undisclosed	tvCompass, Inc.	6.5
03/27/09	MeriTech Capital Partners; New Enterprise Associates; i-Hatch Ventures LLC; SoftBank Capital; Brookside	Thumbplay, Inc.	8.0
03/17/09	Undisclosed	ChaCha Search, Inc.	12.0
03/05/09	Amicus Capital; GrandBanks Capital Inc.; Spark Capital; True Ventures; Triangle Peak Partners. Inc.	SendMe, Inc.	12.0
01/25/09	Undisclosed	ChaCha Search, Inc.	30.0
01/05/09	Led by Cisco Systems	Xobni Corporation	10.2
12/31/08	Undisclosed	VoiceBox Technologies, Inc.	13.0
09/09/08	Mayfield Fund; Bertelsmann Digital Media Investments; D.E. Shaw Venture Capital	Emotive Communications, Inc.	6.3
12/10/08	North Bridge Venture Partners; Carmel Ventures	Mobicious Inc.	5.0
11/13/08	Labrador Ventures; Intel Capital; First Round Capital; Flybridge Capital Partners	Transpera, Inc.	8.3
11/06/08	ZG Ventures; Charles River Ventures; Jesselson Capital; Vision Capital Advisors; Khosla Ventures	iSkoot Technologies Inc.	19.0
10/28/08	RBC Venture Partners; JLA Ventures; The Blackberry Partners Fund.; Motorola Ventures; AMC Communications	WorldMate, Inc.	8.0
10/08/08	Altos Ventures; ATA Ventures	Trilibis, Inc.	5.7
09/11/08	General Catalyst Partners; Balderton Capital; Salmon River Capital LLC	Big Fish Games, Inc.	83.3
09/10/08	Intel Capital; Itochu Corp.	UIEvolution, Inc.	5.0
08/21/08	Slater Technology Fund	MoFuse, Inc.	NA
07/18/08	Garnett & Helfrich Capital	Azingo, Inc.	50.0
05/13/08	Castile Ventures; Walden International; Nexit Ventures Oy; H.I.G. Ventures, LLC; Nexit Infocom II L.P.	Funambol, Inc.	12.5
06/16/08	Core Capital Partners; Montagu Newhall Associates; Polaris; RRE Ventures; ITOCHU Techno-Solutions	Roundbox, Inc.	20.0
06/10/08	Pittco Capital Partners; SunBridge Partners, Inc.; Harbert Venture Partners, LLC	Yap, Inc.	6.5
04/29/08	Norwest Venture Partners	Veveo, Inc.	7.8
03/17/08	Brookside Capital Management, LLC; Cross Creek Capital	Thumbplay, Inc.	18.0
03/03/08	Advanced Technology Ventures; CenterPoint; Institutional Venture Partners; SSM Partners; NeoCarta; Pharos	Handango, Inc.	9.5

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Content Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
02/06/08	New Enterprise Associates	XinLab, Inc.	\$8.1
12/28/07	Undisclosed	Artificial Life, Inc.	6.5
12/18/07	Mayfield Fund; Rustic Canyon Partners; Trinity Ventures; DCM	PlayFirst, Inc.	16.5
12/13/07	GrandBanks Capital Inc.; Spark Capital; True Ventures	SendMe, Inc.	15.0
12/12/07	Led by Telefonica SA	Decentral.tv Corp.	21.1
12/04/07	Matrix Partners; Sequel Venture Partners; Spark Capital	Buzzwire, Inc.	8.0
11/14/07	Undisclosed	ChaCha Search, Inc.	8.0
10/18/07	Voyager Capital; Ignition Partners	Melodeo, Inc.	7.9
10/16/07	New Enterprise Associates; Advanced Equities, Inc.; Cyrus Capital Partners, L.P.	Motricity, Inc.	185.0
09/25/07	Morgenthau Venture Partners, LLC; New World Angels, Inc.; Harris Preston & Partners, LLC	mVisible Technologies, Inc.	6.5
09/21/07	Sigma Partners; Kepha Partners	PeerMeta	6.1
09/10/07	ValueAct Capital, LLC	Twistbox Entertainment, Inc.	19.5
08/28/07	Rubicon Ventures; 755 Capital Partners, LLC	D2C Games, Inc.	6.0
08/24/07	Matrix Partners; North Bridge Venture Partners; Norwest Venture Partners; OmniCapital Group LLC	Veveo, Inc.	14.0
08/08/07	Led by RENN Capital Group, Inc.	Narrowstep Inc	10.5
07/31/07	JK&B Capital; QUALCOMM; Public Employees Retirement Association of Colorado; Fort Washington Capital	Novarra, Inc.	50.0
07/30/07	Baker Capital; Northwest Venture Associates; Spangler Ventures, LLC	Action Engine Corporation	20.0
07/17/07	Nexus India; Helion Venture Partners; Erasmic Venture Fund; QUALCOMM Ventures; Eastven	Kirusa, Inc.	13.3
07/15/07	EDF Ventures; Mission Ventures; iSherpa Capital, LLC	Rocketalk, Inc.	7.1
06/25/07	Mission Ventures; Comcast Interactive Capital, LP; Avalon Ventures; Artiman Ventures	Ortiva Wireless, Inc.	15.0
06/07/07	Intel Capital; First Round Capital; Flybridge Capital Partners	Transpera, Inc.	NA
06/05/07	Matrix Partners; North Bridge Venture Partners	Aylus Networks, Inc.	15.0
05/31/07	Capricorn Management; Goldman Sachs; Oak Investment Partners; Trilantic; Morgan Stanley	Oberon Media, Inc.	NA
05/29/07	Nomura Private Equity; Mitsubishi UFJ Capital Co.; Access Company; Aplix Corporation	Gemini Mobile Technologies, Inc.	5.0
05/25/07	Led by QuestMark Partners and Wasatch Cross Creek Capital	Mformation Technologies, Inc.	20.0
05/23/07	Incubic Management LLC; Steamboat Ventures, LLC; Monitor Ventures	Greystripe, Inc.	8.9
05/10/07	Venrock; Kodiak Venture Partners; GrandBanks Capital Inc.	uLocate Communications, Inc. (nka:Where, Inc.)	11.0
05/09/07	Menlo Ventures; Scale Venture Partners; Cardinal Venture Capital	PlayPhone, Inc.	18.8
05/01/07	Cardinal Venture Capital; ComVentures; Sevin Rosen Funds	Sonopia Corp.	12.7
04/27/07	Dutchess Capital Management, LLC; Dutchess Private Equities Fund, L.P.	Teknik Digital Arts Inc.	10.0
04/24/07	Undisclosed	Apptix ASA	55.2
04/19/07	Undisclosed	PassAlong Networks	10.0
04/18/07	Warner Music Group Corp.; D. E. Shaw Investment Management, L.L.C.; Bertelsmann Digital Media Investments	Emotive Communications, Inc.	7.7
04/06/07	Atlas Venture LLP; TVM Capital GmbH; Venrock	ExtendMedia Corporation	12.0
03/27/07	Yorkville Advisors, LLC	NeoMedia Technologies Inc.	7.5
03/20/07	Anthem Venture Partners; Draper Fisher Jurvetson; J.F. Shea Venture Capital; HIKARI Private Equity, Inc	Pulse Entertainment, Inc.	7.0
03/12/07	Roberts Communications Network, Inc.; Sunrise Operations	Profile Mobile Communications, LLC	10.0
03/08/07	Goldman Sachs Group, Merchant Banking Division	Gemini Mobile Technologies, Inc.	20.0
02/26/07	Undisclosed	Motricity, Inc.	50.0
02/15/07	Intel Capital; Greenwood Investments, Inc.	ViDeOnline Inc.	12.0

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Content Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
02/07/07	Lauder Partners, LLC; Steelpoint Capital Partners, LP	Promptu Systems Corporation	\$5.6
12/22/06	Advantage Capital Partners; J.F. Shea Venture Capital; Mayfield Fund; Access Industries, Inc.; Shepherd	Quickoffice, Inc.	7.0
02/01/07	DAG Ventures, LLC	Plaxo, Inc.	9.0
01/22/07	Meritage Private Equity Funds; Dentsu Inc.; Netage Capital Partners, Inc.; Uniquelab; Suneight Investment Co.,	Mobile Content Networks, Inc.	10.0
2007	Undisclosed	Thumbplay, Inc.	17.0
12/23/06	Amicus Capital; Spark Capital; True Ventures	SendMe, Inc.	6.0
12/18/06	Innovacom; ATA Ventures	PixSense Inc.	5.4
12/14/06	Ignition Partners; Greylock Partners; SoftBank; SAIF Partners; Saints Capital; Amadeus Capital Partners	SEVEN Networks, Inc.	42.0
12/06/06	Kleiner, Perkins, Caufield & Byers	Pinger, Inc.	8.0
12/01/06	Charles River Ventures; Sigma Partners	Mobeus Corporation	6.5
11/29/06	Khosla Ventures	iSkoot Technologies Inc.	6.2
10/30/06	Bain Capital; SoftBank Capital; Redwood Partners; i-Hatch Ventures	Thumbplay, Inc.	10.0
10/09/06	Fonds de solidarité FTQ; Trio Capital Inc.; Telecom Media Fund; Humagade; La Caisse	Cellfish Media, LLC	60.0
10/09/06	JK&B Capital; Onset Ventures; Redpoint Ventures; Motorola Solutions Venture Capital; QUALCOMM Ventures	AirPlay Network, Inc.	14.0
09/28/06	Undisclosed	PodShow, Inc.	15.0
09/12/06	Led by Institutional Venture Partners	Handango, Inc.	60.5
09/12/06	Spark Capital	Twistbox Entertainment, Inc.	12.8
09/07/06	Lauder Partners, LLC; Steelpoint Capital Partners, LP	Promptu Systems Corporation	11.6
09/07/06	Apax Partners; Borealis Ventures; Village Ventures; Hanna Ventures; Motorola Ventures; Argnor Wireless	Handmark, Inc.	5.0
08/08/06	Mayfield Fund; Novak Biddle Venture Partners; UV Partners (nka: Pelion Venture Partners); Blacksmith Capital	Sennari, Inc.	10.0
09/30/06	Oak Investment Partners; Sabine Ventures Management; SeaPoint Ventures	ZenZui	12.0
09/01/06	Undisclosed	iWin, Inc.	5.0
08/28/06	Menlo Ventures; Cardinal Venture Capital	PlayPhone, Inc.	9.1
07/26/06	Led by Bridgescale Partners	Digital Chocolate, Inc.	22.5
06/30/06	Shuffle Master and a consortium of private equity investors	Sona Mobile Holdings Corp.	10.2
06/27/06	Capricorn Management; Goldman Sachs; Oak Investment Partners; Morgan Stanley	Oberon Media, Inc.	NA
05/10/06	Ignition Partners; Greylock Partners; SoftBank; Elm Ridge Capital; SAIF Partners; Amadeus Capital Partners	SEVEN Networks, Inc.	20.0
04/25/06	Led by Advanced Equities, Inc.	Motricity, Inc.	40.0
04/05/06	VantagePoint Venture Partners	Mixer, Inc.	20.0
03/15/06	Prism VentureWorks; Venrock; TD Capital; TD Capital Ventures; Prism Venture Partners V, L.P.	Everypoint, Inc.	10.0
02/28/06	Cardinal Venture Capital; Mayfield Fund; Garage.com; Greenpark Capital Ltd.	Razz, Inc.	7.0
02/13/06	NeoCarta Ventures, Inc.; Shepherd Ventures	Digital Orchid, Inc. (nka:Sorteo Games, Inc.)	6.0
02/10/06	Valhalla Partners; Maryland Department of Business and Economic Development; The Grosvenor Funds	BDMetrics, Inc.	7.5
02/01/06	InterWest Partners; Storm Ventures Inc.	Mobio Networks Inc.	8.0
01/11/06	Menlo Ventures	mywaves, Inc.	14.9
01/11/06	Generation Partners; Sun Microsystems Inc. (nka:Oracle America, Inc.); Spark Capital	thePlatform, Inc.	8.0
01/06/06	Mayfield Fund; Rustic Canyon Partners; Trinity Ventures	PlayFirst, Inc.	5.0
2006	Bezos Expeditions, LLC; Simon Equity Partners	ChaCha Search, Inc.	6.0
12/12/05	SoftBank Capital; i-Hatch Ventures LLC	Thumbplay, Inc.	7.0
12/01/05	Undisclosed	Big Fish Games, Inc.	5.0

Source: CapIQ; includes private placements of at least \$5.0MM

Mobile Content Investments (cont'd)

(\$ in millions)

Date	Investor	Company	Investment Amount
11/22/05	SK C&C Co. Ltd.	SkyZone Entertainment, Inc.	\$13.5
11/18/05	Liberty Associated Partners, L.P.; Rock Hill Investment Management, L.P.; RHP Master Fund, Ltd.	Summus Inc.	8.0
10/31/05	Undisclosed	SmartVideo Technologies Inc.	8.0
10/05/05	General Catalyst Partners; Bessemer; Draper Fisher Jurvetson; Institutional Venture Partners	Mforma Group, Inc.	30.0
10/01/05	EnerTech Capital; TL Ventures; VantagePoint Venture Partners	Kayak Interactive Corporation	5.0
09/26/05	Novak Biddle Venture Partners; UV Partners (nka: Pelion Venture Partners); Blacksmith Capital	Sennari, Inc.	5.0
09/21/05	Foundation Capital; Oak Investment Partners; Empire Ventures, Inc.	Rearden Commerce, Inc.	25.0
09/12/05	Apax Partners Worldwide LLP; Village Ventures; Argnor Wireless Ventures; Borealis Ventures; Hanna Ventures	Handmark, Inc.	5.0
08/30/05	Bessemer Venture Partners; Sequoia Capital	Gracenote, Inc.	10.9
08/24/05	Aegis Capital Group LLC; Aegis Texas Venture Fund, L.P.	Vuico, Inc.	NA
08/15/05	Led by HarbourVest Partners	m-Qube, Inc.	10.0
06/22/05	Walden International; Pacven Walden Ventures V, L.P.; H.I.G. Ventures Fund II, L.P.; H.I.G. Ventures, LLC	Funambol, Inc.	5.2
07/19/05	Foundation Capital; Empire Ventures, Inc.; Charter Venture Capital	Rearden Commerce, Inc.	18.5
06/30/05	Led by Advanced Equities, Inc.	Motricity, Inc.	30.0
06/21/05	Undisclosed	Perfectdata Corp.	5.1
05/17/05	Insight Communications Company, Inc.; Lauder Partners, LLC; Steelpoint Capital Partners, LP	AgileTV Corporation	22.0
05/09/05	SoftBank Capital	Nellymoser, Inc.	5.3
05/05/05	DCM; Walden International; BlueStar Ventures; Leo Capital Holdings, LLC	Fastmobile, Inc.	12.0
04/27/05	Sierra Ventures	AIRMEDIA, Inc.	NA
04/01/05	Led by Granite Global Ventures	Glu Mobile, Inc.	27.7
02/07/05	Draper Fisher Jurvetson; BlueRun Ventures	WaveMarket, Inc. (nka: Location Labs)	9.4
02/01/05	Trafelet Capital Management; Alexandra Investment Management; Presidio Partners	Dwango North America Corp.	15.0
01/28/05	Duchossois Technology Partners; AIG Orion Venture Capital Advisors; Canaan Partners; Lucent Venture	Mobilitec, Inc.	12.1
01/10/05	Led by WorldView Technology Partners, Inc.	Visage Mobile, Inc.	22.8
2005	Capricorn Investment Group LLC	Oberon Media, Inc.	NA

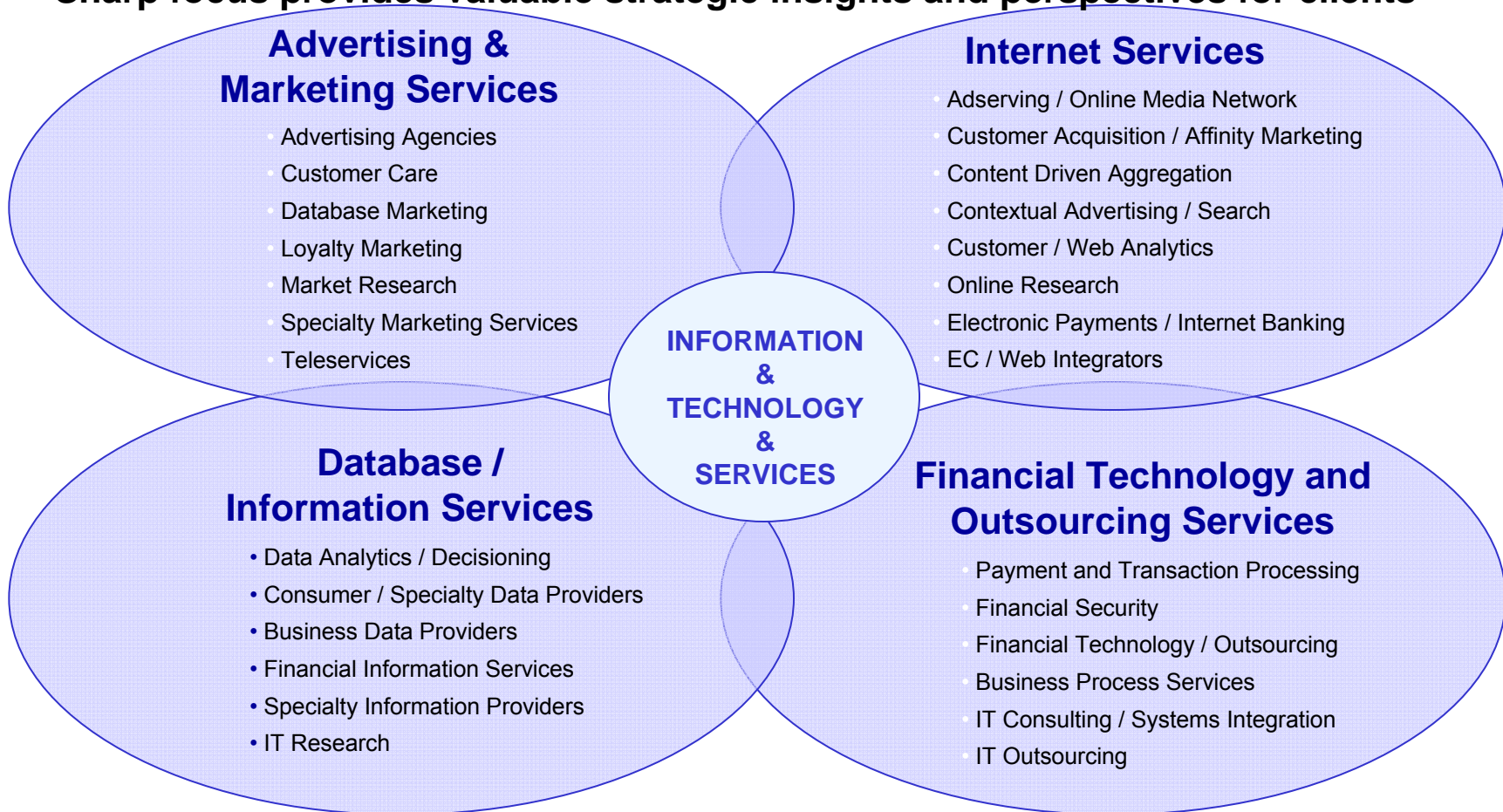
Source: CapIQ; includes private placements of at least \$5.0MM

Appendix

A. Gridley & Company LLC Overview

Highly Focused Industry Expertise Underlies Our Investment Banking Services

- Founded in 2001, headquartered in New York, NY
- Sharp focus provides valuable strategic insights and perspectives for clients



About Gridley

- **Leading boutique Investment Bank specializing in Information Services**
 - Comprehensive perspective on Advertising, Marketing, Financial Technology and Information Services trends and transactions
- **Strong industry reputation on assignments led by senior bankers**
 - Sellside = Excellent strategic positioning and valuation
 - Buyside = Deep knowledge and access to emerging companies and industry trends
- **Trusted advisor and strategic matchmaker**
 - Thoughtful M&A ideas – not just the logical public company combinations
 - Deliver value to buyers and sellers alike
- **Broad industry network developed over 20+ years**
 - Industry leaders, hot emerging growth companies, and senior investors
 - Senior executives on Gridley Advisory Board
- **Well-known thought leader**
 - Host of leading Annual Information Services Conference and participant in industry events
 - Highly regarded quarterly newsletter – 2,200+ distribution
 - Sought after commentator and resource for the media

Gridley Provides Comprehensive Investment Banking Services

Client-centric Products and Services



Gridley Provides Comprehensive Investment Banking Services



Leading Annual Industry Conference Showcases Our Extensive Network of Relationships

- **Bellwether event focused on our targeted industries**
- **Approximately 475 senior-level executives from over 300 companies**
 - Industry leaders, emerging companies, and premier private equity and debt investors
 - Creates exceptional industry networking and exchange of ideas
- **Differentiated audience and participants vs. other conferences**
 - Audience = senior industry executives, not institutional buy-side investors
 - Speakers = leading CEOs and executives from top companies:
- **Highly personalized with Gridley arranged “1-on-1”s for clients, presenters, sponsors**
- **Presentations by approximately 40 premier private companies and industry panels addressing timely topics each year**














Event History – Track Record of Finding Successful Companies

- 188 private companies have presented since 2004
- Over 50% have completed liquidity transactions



Frequent Participation at Industry Events Further Extends Our Network and Showcases Our Thought Leadership

Conferences with Gridley Participation			
	Mar. 2011	Upstream Seller Forum	Speaker <i>"Making Cents Out of the Display Ecosystem"</i>
	Dec. 2010	Business Insider: IGNITION	Speaker <i>"How to Build a \$1 Billion Content Business in Three Years or Less"</i>
	Nov. 2010	Digital Hollywood NYC: Media Disruption	Moderator - Private Equity and Investor Strategy Panel - <i>"The Technology and Entertainment Based Company: From First Round to Implementing the Revenue Growth Target Strategy"</i>
	Nov. 2010	ad:tech NYC 2010	Keynote Speaker <i>"Digital: Taking a BIG Bite out of the Big Apple"</i>
	Nov. 2010	Stand Up and Deliver: The Targeting Machine Gets Tested	Panelist: <i>"I'm With the Brand: Is Ad Net Inventory Ready to Lift the Right Metrics?"</i>
	May 2010	TARGUSinfo 2010 Scoring Summit	Speaker: <i>"Innovation and Shareholder Value: Why You Need to Take Analytics Real Time"</i>
	Mar. 2010	SIIA Digital Media & Software Investment Conference	Speaker: <i>"How to Play Your Hand in the M&A Market"</i>
	Feb. 2010	OnMedia NYC 2010	Panelist: <i>"Pricing Private Companies: What's the 2010 Strategy?"</i>
	Nov. 2009	Audience is King: Targeting the Challenges of 2010	Panelist: <i>"Is the Long Tail Wagging? Have the Vertical Networks Lived Up to Their Own Hype?"</i>
	Aug. 2009	LeadsCon East	Panelist: <i>"Role of Institutional Advertising in Shaping Internet Advertising"</i>
	July 2009	Ad Network Gold Rush - Boom or Bust?	Moderator: <i>"Are Verticals Standing Up?"</i>

More than 2,200 Senior Industry Executives Read Our Quarterly Newsletter



Dear Friends and Colleagues:

After suffering through the dizzying collapse of the global financial markets in 2008, we rang in the New Year eager to embrace any glimmers of hope. We even made a few predictions about expected momentum in Internet Services M&A in 2009. But even the "hope" of a new president and the "hope" of Captain Sully landing his doomed jet safely on the Hudson couldn't clear the doom and gloom that kicked off the year. As we hit rock bottom in Q2, we could only hope that a few trillion dollars of stimulus spending might rouse some deal activity. Despite the spring rally in the overall market, the "shell-shock" persisted across all of Gridley's sectors as we didn't see any notable deals until late summer. Clearly, the average handicap of our readers must have improved significantly this summer as there was definitely more focus on golf than deals. We expected people to come back in September with that "Back to School" like energy. Thankfully, we did see some pick up in M&A and IPO activity in September. However, it is only more recently that we've seen the level of deal interest creep up to where we thought we would be three months ago. But, as the old adage goes, "Better late than never".

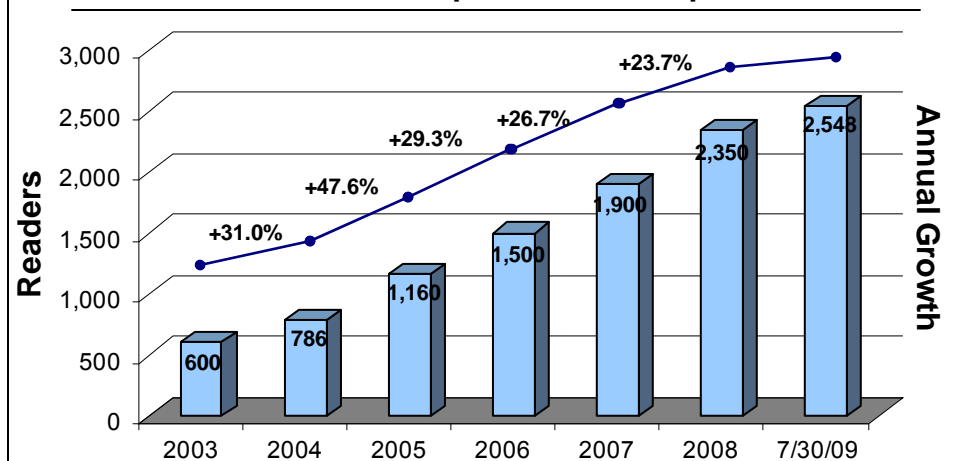
We enter 2010 cautiously, knowing that the market is looking better than most of us expected and that we all "feel" better than we did a year ago. However, as we all know too well, there is still much to be concerned about. More on that later.

Meantime, as usual, please do settle in with your favorite January beverage (probably water this year as that's all anyone can afford!) and take a few minutes to read our year end thoughts on the markets and activity/themes in our sectors.

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- Highly respected quarterly newsletter on industry trends and corporate finance / M&A activity – *The Compass*
 - Broad, targeted reach: over 2,200 industry CEO's and CFO's, investors, and financial sponsors
 - One of the top investment banking generated publications in the industry
 - Less than 25 opt-out requests since initial publication in Q1 2003

The Compass Readership



Gridley Often Publishes Strategic Industry Overviews and Keynote Presentations that Inform Industry Executives & Investors

- Gridley is well-known for these comprehensive strategic reports and presentations that analyze important upcoming trends and investment opportunities across our targeted sectors

Topic	First Publish Date
Social Marketing Overview	Coming Soon
“Billion Dollar Babies: <i>Trends and Opportunities in the E-Commerce Industry</i> ”	Coming Soon
“Making Cents Out of the Display Ecosystem” <i>(Upstream Seller Forum, Speaker)</i>	Mar. 2011
“The Virtual Goods Ecosystem”	Dec. 2010
“How to Build a \$1 Billion Content Business in Three Years or Less” <i>(Business Insider Ignition Conference, Speaker)</i>	Dec. 2010
“Digital: <i>Taking a BIG Bite out of the Big Apple</i> ” <i>(ad:tech New York, Keynote Speaker)</i>	Nov. 2010
“Innovation and Shareholder Value: <i>Why You Need to Take Analytics Real Time</i> ” <i>(TARGUSinfo Scoring Summit, Speaker)</i>	May 2010
“Mobile Industry Overview: <i>Getting Smart About Smartphones</i> ”	Apr. 2010
“Ad Exchanges, Targeting, & Optimization: <i>From Mad Men to X-Men</i> ”	Sep. 2009
“The State of Online Marketing”	Jun. 2009

Note: Available for download on Gridley’s website, www.gridleyco.com

The Media Also Seeks Out Our Insights on Industry Trends and Transactions



Dow Jones Newswires

AMERICAN BANKER

REUTERS 

THE WALL STREET JOURNAL

BusinessWeek

FORTUNE

DM NEWS



The Deal.com



AdvertisingAge

MediaPost



ADWEEK
AP Associated Press

Selected Recent Gridley Transactions

- Gridley clients include industry leaders and premier emerging growth companies
- Gridley provides strategic advisory work in addition to the transactions listed below

<p>Undisclosed</p>  <p>Acquired by Oversee.net Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by TeleTech Holdings Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$20,500,000</p>  <p>Acquired by The Dolan Company Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by WPP Group plc Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired FetchBack Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired M3 Mobile Marketing Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by MDC Partners Inc. Advisor</p> <p>Gridley & Company, LLC</p>
<p>Undisclosed</p>  <p>Acquired Pepperjam Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired Silverign Group Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$20,000,000</p>  <p>Investment by TZP Group LLC Placement Agent</p> <p>Gridley & Company, LLC</p>	<p>\$367,000,000</p>  <p>Acquired by Roper Industries, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$157,000,000</p>  <p>Acquired e-Dialog, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by WPP Group plc Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by Quest Software Advisor</p> <p>Gridley & Company, LLC</p>
<p>Undisclosed</p>  <p>Sold to One to One Interactive, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p> <p>Ad serving Business of</p>  <p>Sold to Aegis plc Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Sold to Parthenon Capital LLC Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$113,189,337</p>  <p>Secondary Offering</p> <p>Co-Manager</p> <p>Gridley & Company, LLC</p>	<p>\$17,450,000</p> <p>PrePay Intelligent Network Solutions (INS) Business Unit of</p>  <p>Acquired by Verisign Issued Fairness Opinion</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by Schulman, Ronca, & Bucuvalas, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by ISIS Equity Partners, Inc. Advisor</p> <p>Gridley & Company, LLC</p>
<p>\$138,000,000</p>  <p>Acquired Modem Media, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by Valassis Communications Inc Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$58,000,000</p>  <p>Acquired Performics, Inc. Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p> <p>Advisory Communications Systems, Inc. (ACS) d/b/a</p>  <p>Acquired by ARAG Group Advisor</p> <p>Gridley & Company, LLC</p>	<p>\$55,200,000</p>  <p>Follow-On Offering</p> <p>Co-Manager</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p> <p>Marketing One to One, Inc. d/b/a</p>  <p>Acquired by Carlson Marketing Group Advisor</p> <p>Gridley & Company, LLC</p>	<p>Undisclosed</p>  <p>Acquired by Alliance Data Systems, Inc. Advisor</p> <p>Gridley & Company, LLC</p>

