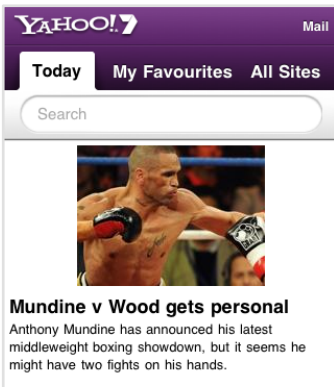


Yahoo!7 and Austereo join the Big Mobile Market

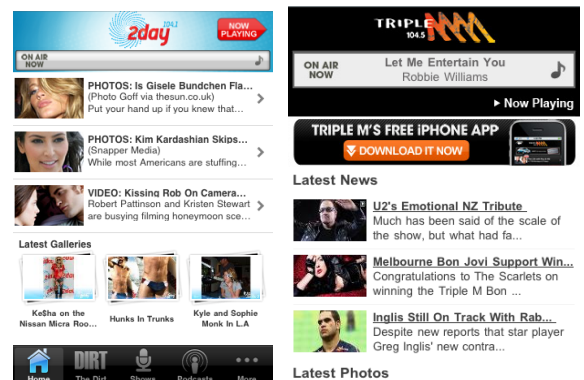


In the last month in separate deals, Big Mobile, Australia's leading Mobile company has signed both Yahoo!7 and Austereo to its market leading mobile ad-network, (Big Mobile Market), that creates and deploys mass market brand integration and Mobile advertising opportunities for advertisers.

The non-exclusive Yahoo!7 deal includes Yahoo!7 Mobile, Yahoo! Mail, Yahoo! Messenger, iPhone Apps, and OzTips Mobile. Austereo solutions include 2Day and Triple M national networks across Mobile Site, iPhone, and iPad variants.

News Digital Media, Vodafone Hutchison, and Optus Media in the model that has single-handedly changed the mobile marketing landscape in Australia over the last year.

Graham Christie, Commercial Director of Big Mobile. "With these new partnerships, our monthly reach extends to over ten million mobile browsers in Australia. Yahoo!7 and Austereo have a unrivalled blend of news, entertainment and social products over Mobile that many brands will be eager to integrate with".



Damon Scarr, National Media Sales Director, Yahoo!7. "Big Mobile has a specialist mobile sales team who are highly regarded in the market. By joining the Big Mobile network Yahoo!7 further extends our scale in mobile advertising in the Australian market."

Adam Furness, Director of Sales – Digital Austereo "We're excited about the partnership with Big Mobile as Austereo's mobile offerings are integral to our business which delivers multi-platform entertainment solutions far broader than radio alone. We're always looking for the right opportunities to partner with organisations that make strategic and commercial sense, Big Mobile ticks both boxes in the mobile space."



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About Big Mobile

Big Mobile is the leading full service Mobile Agency with benchmark end to end Mobile solutions, including the market leading Mobile Advertising Suite.

Over 30 specialists based in Sydney, Melbourne, and Los Angeles blend extensive experience across brand management, marketing communications, content, and Mobile technology to support brands, Publishers and Agencies unlock the Mobile channel



Big Mobile Service Area

Mobility Planning and Insights.

We guide Clients on generating insight, in solution design, and integrating Mobile into planning cycles using specially developed proprietary planning tools, that draw together business imperatives with end-user experiences, creating engagements that make a difference.

Creative Development, Production, and Delivery.

Our Studio, Production, and Project Management teams in Sydney, Melbourne and Los Angeles develop robust Mobile solutions for brands and publishers ranging from Applications, to destination Mobile Sites, SMS/MMS opt-in databases, and Augmented Reality Platforms.

Mobile Advertising and Ad-Serving.

Big Mobile leads the market with Australia's only premium mobile media Ad-Network – Big Mobile Market™. Partnering with premium Publishers, we deliver over 10 million subscribers monthly. For Publishers, to compliment this, we have developed the leading 'made for mobile' Ad-Serving platform that provides an expansive range of Forecasting, Scheduling, and Ad-Serving options

Analytics.

Mobile is measurable, it's also a channel that many marketers are getting to know.

Our Analytics Platform, Big Picture™ tracks interactions to a detailed level, is integrated with geo-demographic tools, and provides business leaders with real-time granular reporting.



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