



FOR IMMEDIATE RELEASE

Medio Systems Appoints Ben Tatton-Brown as Head of Advertising Sales for Europe

Decade of advertising industry experience strengthens mobile search management in Europe

London, UK (October, 2007) Mobile search and advertising provider, Medio Systems Inc., today announced that it has appointed Ben Tatton-Brown to the newly created position of Head of Advertising Sales for EMEA. Supporting the rollout of Medio's combined search and advertising technology, Mr. Tatton-Brown will be responsible for driving advertising and publishing sales for the Medio MobileNow Ad Network in all European regions. Based in London, he will help Medio to develop strategic relationships with mobile publishers, advertisers and agencies in the market.

With 10 years search advertising and mobile experience in France and the UK, Mr. Tatton-Brown has a long track record of success in online advertising and publishing network sales. He has worked for companies including Pitch Entertainment Group and MIVA Inc. where he managed a highly successful sales operation and introduced search marketing to both advertiser and publisher clients. With extensive knowledge of selling sponsored links and pay-per-call advertising as well as mobile marketing including SMS, WAP, MMS and banner advertising, Mr. Tatton-Brown will focus on driving revenue from advertising and publisher sales for Medio Systems.

"Ben's work in Europe is primarily focused on bringing pay-per-click mobile advertising to marketers beyond the United States and on opening up the possibility for publishers in this market to generate a new stream of ad revenue," said Omar Tawakol, Chief Advertising Officer, Medio Systems. "This appointment reflects our ongoing commitment to extending the reach of the Medio MobileNow™ Ad Network and to helping advertisers connect with target audiences effectively via mobile. The ability to reach people with tailored advertising as part of an enhanced mobile search experience is a highly compelling proposition and we are anticipating a high degree of interest from a broad cross-section of European advertisers keen to benefit from the current explosion in the use and consumption of mobile data."

This appointment coincides with the first major phase of Medio's expansion beyond North America; the deployment by T-Mobile International of a new search offering to t-zones customers in five European countries based on Medio's powerful mobile search technology. Mobile advertising, which will also form part of the new T-Mobile t-zones search service in the UK, Germany, Austria, the Netherlands and the Czech Republic, is expected to be rolled out before the end of the year.

As well as helping Medio to fully support this existing T-Mobile partnership, the addition of Mr. Tatton-Brown to the European team provides Medio with scope to build on its initial foothold in the market. His presence in Europe will help to drive business opportunities in search and advertising with other regional carriers at a time when the demand for mobile content and data is increasing rapidly.

Medio Systems, Inc.

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About Medio Systems

Medio Systems delivers best-in-class mobile search and mobile advertising solutions that help mobile operators implement the best customer experience and allow advertisers reach their intended target audiences. Created specifically for mobile, Medio Mobile Search combines an intuitive, effortless user interface with powerful recommendation and personalization technologies. Medio's mobile operator partners include T-Mobile USA, Verizon Wireless and Telus Mobility.

The Medio MobileNow™ Search Advertising Network makes it easy and affordable for advertisers to reach self-qualified audiences across multiple mobile properties, and maximizing ad revenue by serving highly targeted mobile ads for leading mobile operators and off-deck publishers.

For more information visit: www.medio.com