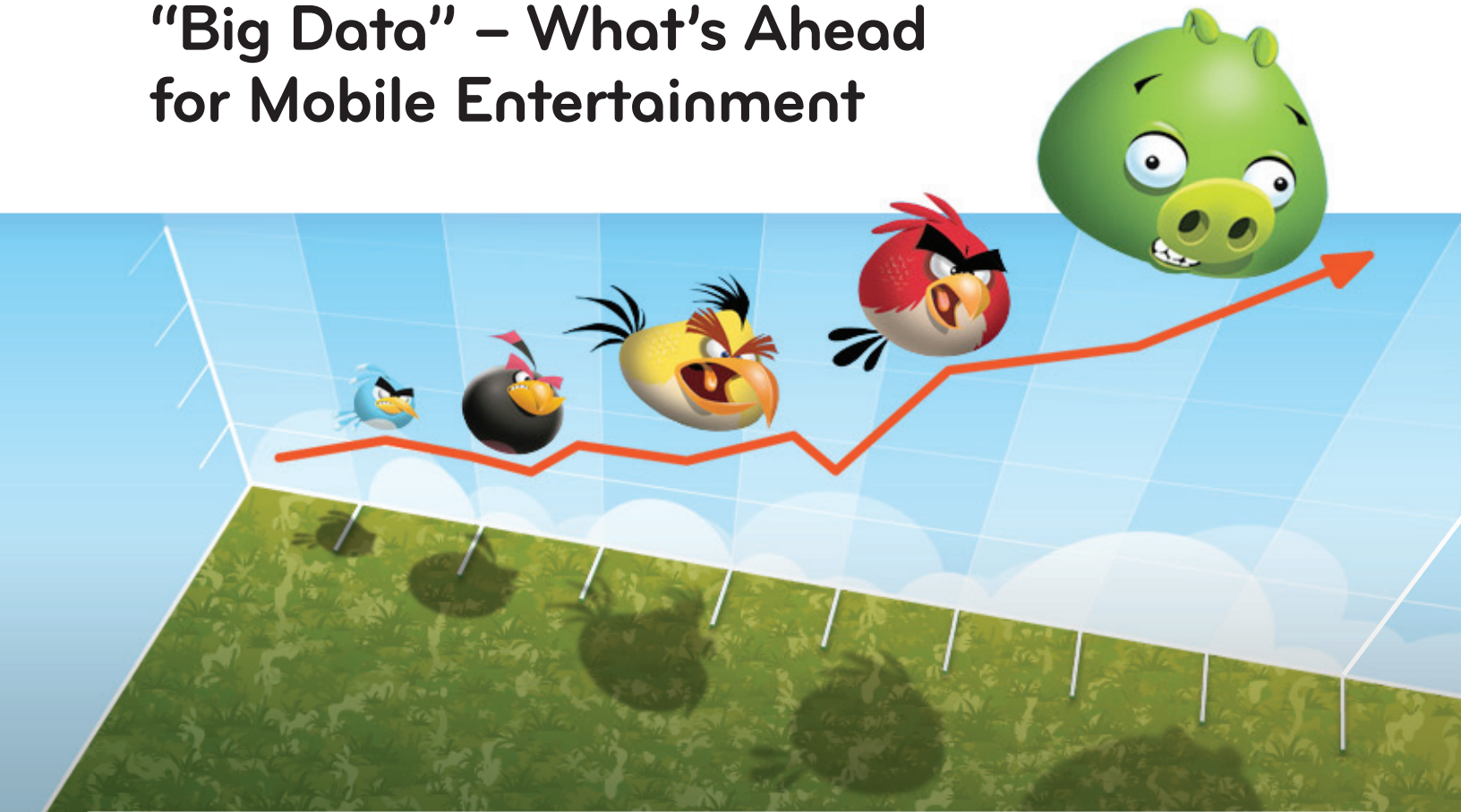


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“Big Data” – What’s Ahead for Mobile Entertainment



Angry Birds to Hatch Improved Fan Engagement via Medio’s Predictive Analytics

Seattle and Espoo, Finland — August 19, 2011. Medio Systems, the leading provider of mobile predictive analytics, announced today that Rovio Entertainment Ltd., the creator of Angry Birds, will adopt Medio technology to enhance fan engagement for Rovio’s popular games across all consumer platforms, including Google Chrome, Android devices and Apple’s iPhone and iPad lineup.

With over 300 million downloads, the mega-hit casual game generates an enormous amount of data touching practically every demographic, geography, location, and device. Additionally, Rovio’s offerings are available on a wealth of consumer platforms such as cellphones, tablets, PCs, game consoles, and within Social Networking services like Facebook and Google+. This all adds up to 1.4 billion minutes of weekly game play—and the data produced by this activity is growing exponentially as Angry Birds is on a path to reach 1 billion downloads. Within that context,

Medio's deep understanding of the mobile ecosystem, location-aware and connected devices, structured and unstructured data, and proven abilities to enrich consumer experiences will aid Angry Bird fans in the discovery of new services, capabilities and game offerings.

"The success of Rovio is built on delighting our fans and a commitment to innovation," said Rovio CEO Mikael Hed. "We are pleased to partner with Medio to help further accomplish these goals. Medio has what it takes to help delight our fans."

As casual games evolve from a cottage to global industry, revenue is forecasted to reach \$16 billion in 2015. Consequently, businesses are confronted with the management and application of massive amounts of complex and unstructured data, from hundreds of terabytes to many petabytes. However, these Big Data contain information, that when properly applied to increase fan satisfaction, can provide a significant competitive advantage in the fastest growing category in entertainment.

"Medio's cloud-based, predictive analytics platform was built for Big Data, location-aware services, and connected devices." said Medio CEO Robert Lilleness, "Our platform will provide Rovio the tools to make real-time product changes that optimize game play, fan satisfaction and revenue. In this fast-evolving market, the players that get Big Data will win, and those that don't will disappear."



About Medio Systems

Medio Systems is a leading mobile analytics and software technology provider, helping customers transform data into business action and value. Medio enables mobile developers, operators, OEMs and publishers to launch and manage analytics, applications and content at massive scale. A privately held company, Medio is backed by Accel Partners, Frazier Technology Ventures, Trilogy Equity Partners, and Mohr Davidow Ventures. The company is headquartered in Seattle, WA. For more information, visit www.medio.com.



About Rovio

Rovio is an entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise. Rovio was founded in 2003 as a mobile game development studio, and the company has developed several award-winning titles for various mobile platforms. In 2009, Rovio released Angry Birds, a casual puzzle game for touchscreen smartphones that became a worldwide phenomenon from 2010 onwards. The Angry Birds games have enjoyed continuing worldwide chart success, and the franchise has since expanded to a variety of new business areas. Rovio is rapidly expanding its activities in broadcast media, merchandising, publishing and services. For more information about Rovio, go to rovio.com.

