



For Immediate Release

**AdTag Drives, Connects and Measures
its way to the GSMA Mobile Innovation Summit**

AdTag™ honoured as Top Innovator at the Asia Mobile Innovation Awards

Singapore, 20 November, 2007 - At the 2007 GSMA Mobile Innovation Summit at the Mobile Asia Congress, **AdTag™** was honoured as Top Innovator in the category of Most Innovative Mobile Application in a Vertical Market. The Award was presented by GSMA, The Global Trade Association dedicated to stimulating mobile innovation and enriching the global wireless ecosystem. The Congress ran from 12-13 November 2007 at the Venetian, Macau. It included a two-day, high-level conference programme with a three-day exhibition.

"We are thrilled with the quality of innovations submitted to the Asia Mobile Innovation Awards," says Bil Gajda, Chief Commercial Officer of & Chief Marketing Officer of the GSMA. "The Mobile Innovation Programme aspires to create a global environment for getting business done, by discovering and showcasing exceptional products and companies to top executives from operators, VC s and equipment vendors."

Launched barely 4 months ago, in August, **AdTag™** is a patent pending platform that increases the efficiency of advertisements through its unique ability to **drive, connect** and provide unprecedented real-time feedback on the performance of traditional media.

"**AdTag™** stands out for leveraging on the existing SMS mobile technology and applying it to an untapped traditional media advertising market instead of attempting to build a new technology with the hope of mass consumer adoption – a point which was accredited to us repeatedly by the audience at the Summit." said Thomas Pramotedham, Chief Marketing Officer of **AdTag™** "By recognizing our innovative efforts, the Summit has given us the opportunity to take our service to a global level, and we are very glad to have been part of this event"

About The Mobile Innovation Programme

The GSMA has launched an ongoing Programme to help companies developing innovative mobile products and services reach mobile operators and bring their innovations to end-users. The Mobile Innovation Programme is also designed to stimulate and showcase innovation around mobile services and better align innovators with the needs of the mobile industry and its customers.

The Programme has several components:

- The Mobile Innovation Awards recognize excellence and showcases innovation. At the Mobile Innovation Summit, the GSMA will recognize the companies in four categories:
 - Most Innovative Consumer Application or Service
 - Most Innovative Wireless Device-Centric Technology
 - Most Innovative Carrier Infrastructure or Platform
 - Most Innovative Mobile Application in a Vertical Market
- The Mobile Innovation Summits are in conjunction with GSMA's Mobile Asia Congress in Macau in November and Global Mobile Congress in Barcelona where the Top Innovators pitch their products and services to senior executives from mobile operators and venture capitalists. Senior executives from Microsoft Corporation's Telecoms Business and VISA International's Innovation group will be headlining this year's agendas.
- The Mobile Innovation Portal will be the match-making marketplace for Innovators, Investors, Operators, Strategic Partners, and Corporate interests to stimulate and facilitate research, introductions, discussions and, most importantly, business development.

For more information, please see: www.mobileinnovation.org

- end -

For more information, please feel free to contact:

Ms. Eng Xin Hui

Marketing Manager

AdTag™

Tel: (65) 6341 9119

Fax: (65) 6341 9449

E-mail: xinhui.eng@adtag.info