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MEDIO SYSTEMS NAMES OMAR TAWAKOL CHIEF ADVERTISING OFFICER

SEATTLE – Nov. 14, 2006 – Medio Systems, the leader in mobile search, announced today it has appointed online advertising veteran Omar Tawakol to the position of chief advertising officer. Tawakol will be responsible for driving Medio's advertising business and will oversee the development of new advertiser offerings and relationships. He will report to president and CEO Brian Lent.

"Omar is an important addition to our senior management team. I am confident he will have an immediate, positive effect on the company," said Lent. "With his experience in managing and innovating advertising businesses, Omar is perfectly suited take Medio's world-class mobile search offering to the next level of advertising monetization."

"Brian and the Medio team are passionate about building on their success as leaders in mobile search by creating the next generation of mobile advertising," said Tawakol. "I am excited to drive Medio's advertising business to deliver maximum value to carriers and content providers."

Tawakol joins Medio from Revenue Science where he most recently held the position of chief marketing officer. In this position, he was instrumental in establishing the company's leading position in behavioral targeting. Earlier, he served as general manager, establishing the company's indirect publisher and network businesses. Prior to this,

Tawakol founded CoRelation, an online behavioral segmentation and personalization media company which was acquired by Revenue Science in 2001. Earlier in his career, Tawakol managed the consumer messaging products at Liberate, which provided interactive TV for major media companies such as AOL and Comcast. He was actively involved with key industry leaders in defining standards for behavioral targeting and frequently served as a speaker and subject matter expert at events such as Ad:Tech, Admonsters, iMedia Summits and OMMA. Tawakol also served as a computer science researcher at Stanford University's Logic Group and HP Software Labs.

Tawakol holds a Master of Science degree in Computer Science and Industrial Engineering from Stanford University, as well as a Bachelor of Science degree in Engineering from MIT.

About Medio Systems

Medio Systems, Inc. is the preeminent mobile search solution. The company combines the latest in patent-pending search, personalization, recommendation and advertising technologies. Medio's solutions are designed to deliver highly relevant and personalized information to the individual mobile phone subscriber.

Medio partners with wireless carriers, handset OEMs and MVNOs worldwide, providing search, mobile advertising and merchandising systems designed to give the carrier control over their content and advertising ecosystem, prioritizing on-deck results with off-deck results to maximize data APRU, while ensuring a high quality user experience. For more information, please visit: www.mediosystems.com.