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Medio Systems Charges Ahead To Lead In Mobile Search

Medio reaches milestones in consumer loyalty, number of subscribers.

March 15, 2007 (Seattle) Medio Systems announced today it had reached a number of major milestones in the emerging mobile search space which combine to position it as market leader. Since launching mobile search in partnership with Verizon Wireless, T-Mobile USA in 2006 and Telus Mobility in 2005, Medio had delivered over 1.5 billion answers to subscriber searches. Medio now leads the North American market in mobile search subscribers and usage, ahead of all other white label and branded mobile search providers. Additionally, Medio is seeing growth of over 1.4 million new subscribers every month and a high returning user ratio. This shows that Medio's leading position is the result not only of operators choosing Medio's solution, but also resulting from consumers returning to Medio's search application to get answers to their questions.

"We are the demonstrated leader in mobile search, not only in terms of pure numbers, but also in terms of search experience and relevancy," said Brian Lent, president and CEO, Medio. "In a highly competitive landscape, we have been selected as the mobile search provider for many of the top mobile operators and we look forward to announcing additional major operator relationships in North America and Europe in the near future. Because we are completely mobile-centric, we can create the best user experience on mobile devices. We're pleased to see the commercial gains our operator partners are realizing as a result of this approach."

Medio's leadership in the mobile search space extends beyond sheer subscriber numbers and the number of answers delivered. The company's exclusive focus on mobile has enabled it to create an intuitive search experience, which delivers the most relevant answers across all categories, including downloadables, local, and web. Industry leading features include a single search box for all information and content, searches that return answers instead of endless lists of links, personalized recommendations and intelligent merchandising. Millions of pieces of searchable and purchasable content are available through Medio's mobile operator partners. The answers to searches originate from over 300 content sources, plus a mobile web index covering tens of thousands of the most accessed mobile web sites.

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, Telus Mobility and Amp'd.

With precise targeting capabilities, Medio enables advertisers to identify and reach audiences that are interested in what they are selling—at just the right time—to achieve the best results for their campaign. Through our unique partnerships with mobile carriers ads can be integrated into the consumers' mobile search experience where increased relevance drives maximum response.