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Medio™ Systems Appoints Gary Bembridge Head of US Advertising Sales

Veteran MSN Sales Executive to Run the Medio MobileNow™ Ad Network.

SEATTLE (March 19, 2007) Medio Systems, the leading provider of mobile search and advertising solutions, today announced the appointment of Gary Bembridge, the former National Sales Director of MSN Sales to the newly created position of Head of US Advertising Sales. Mr. Bembridge will support and lead the advertising sales team for Medio's newly launched MobileNow Ad Network, and will be reporting to the company's Chief Advertising Officer, Omar Tawakol.

"We are delighted to add Gary to our team and to draw from his considerable experience in ad sales leadership within the online advertising arena," says Mr. Tawakol. "Gary was one of the earliest sales executives at MSN to be involved in online advertising. Not only does he understand advertising sales, he also has a track record for building successful sales teams."

"Medio Systems has experienced extraordinary traction for its mobile search solution. Mobile operators – including Verizon Wireless, T-Mobile, Telus and Amp'd Mobile - are adopting Medio's solution to provide best-in-class mobile search for their subscribers," says Mr. Bembridge. "The MobileNow Ad Network - with precise targeting capabilities that leverage Medio's search and recommendation technologies - allows marketers to identify and reach target audiences at the very moment they are ready to take action on their mobile phones."

Prior to joining Medio Systems, Mr. Bembridge, 42, spent nine years at Microsoft, where he has been National Sales Director, MSN Online Services Group (New York) since 2003. There, he led the Search and Direct Marketing Vertical with revenue responsibilities of more than \$150 million annually. Working with key internal product, strategy and platform teams, Mr. Bembridge established the initial AdCenter sales team and was a leading member of the virtual team that launched the MSN Live Search AdCenter beta in the U.S., Singapore and France. From 2001 to 2003, Mr. Bembridge served as Strategic Sales Manager for MSN's branded entertainment (New York) and before that, worked in advertising/sales for Microsoft's Sidewalk.com property (New York) from 1997 to 1999, which subsequently merged with MSN.

Before joining Microsoft, Mr. Bembridge founded Cyber Designs (Miami) in 1996, a web design firm that worked with metropolitan agencies to build early e-commerce sites. Earlier in his career Mr. Bembridge held Account Executive positions with Dun & Bradstreet (New York) and First Investors Corporation (New York).

Mr. Bembridge is a 1984 graduate of Stony Brook (NY) University and holds a Bachelor's Degree in Communication. He also holds a Certificate in Broadcasting from the New York Center for the Media Arts, (1994).

Medio Systems, Inc. (www.medio.com) is the leading provider of mobile search and advertising solutions that help mobile operators implement the best customer experience and allow advertisers to reach their intended target audiences. Created specifically for mobile, Medio Mobile Search combines an intuitive, effortless user interface with powerful recommendation and personalization technologies.

The Medio MobileNow™ Performance Ad Network makes it easy and affordable for advertisers to reach self-qualified audiences across multiple mobile properties, while leading mobile operators and off-deck mobile site owners can maximize ad revenue by serving highly targeted mobile ads.



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