



FOR IMMEDIATE RELEASE

## Medio Systems Acquires Mobile Advertising Provider Suhari, Inc.

### Combined Technologies Create Powerhouse to Enhance Ad Network and Off-Deck Publisher Services

**Seattle, WA (August 21, 2007)** Medio Systems, Inc., the leading provider of mobile search and advertising solutions, today announced its acquisition of mobile development company Suhari LLC, a mobile advertising firm with decades of combined experience and proprietary technologies. This acquisition is strategic to the Medio's effort to extend its on-deck search solution—now trusted by operators such as Verizon Wireless, T-Mobile and TELUS Mobility—to off-deck publishers as an extension of the Medio MobileNow™ Ad Network.

"Medio has a track record of successfully partnering with mobile operators to deliver the most intuitive mobile search experience to consumers while increasing revenues for operators," said Medio's chief advertising officer Omar Tawakol. "Medio's acquisition of Suhari extends the same level of commitment to the world of off-deck publishers. Suhari's deep expertise and technological intelligence in the off-deck advertising world, married with Medio's existing search technologies, will result in a strong, competitive search solution that enables off-deck publishers to offer content discoverability to its audience while generating ad revenues from the mobile ecosystem."

As part of the acquisition, Suhari's two founders and team will join Medio's mobile advertising team.

Suhari CEO Jason Rukman has more than 12 years of experience in mobile software as an architect and manager, including responsibility for the creation and development of embedded mobile application frameworks. Prior to Suhari, Rukman held strategic roles at Openwave Systems, Inc., Philips Mobile Computing, Newton and BHA Computer, and holds two mobile technology patents. He joins Medio as the Director of Portfolio Management.

Suhari CTO, Allen Gay brings 9 years of mobile development experience to Medio and is the visionary behind Suhari's off-deck mobile technology, where he joined key factors of web and mobile models to create a differentiated platform specifically for mobile. Prior to Suhari, Gay held leadership development positions at Openwave Systems, Consera, Hewlett-Packard, Askme.com and Microsoft.

**Medio Systems, Inc.** ([www.medio.com](http://www.medio.com)) is the leading provider of mobile search and advertising solutions, helping mobile operators and publishers implement the best customer search experience and enabling advertisers to reach their target audiences. The Medio MobileNow™ Search Advertising Network makes it easy and affordable for advertisers to reach self-qualified audiences across multiple mobile properties, and maximizing ad revenue by serving highly targeted mobile ads for leading mobile operators and off-deck publishers.

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