

GoldSpot Media Raises \$12.05M Series B Financing

Award winning Rich Media Ad Platform to Accelerate Growth

Sunnyvale, CA – April 7, 2011 – GoldSpot Media -- the leader in mobile rich media and video advertising solutions – announced today that it has closed \$12.05 million in series B funding from Silicon Valley investors Exa Ventures and Berg Enterprises.

GoldSpot Media's mobile rich media ad platform, miSpot™, is a one-stop, self-serve solution for publishers and advertisers to create, manage, distribute and track mobile ad campaigns across all smartphone and tablet platforms. miSpot™ (a 2011 CTIA eTech Award-winner for Best Mobile Marketing/Advertising Product) has successfully executed mobile rich media and video campaigns for major consumer brands including Toyota, Hewlett-Packard, Audi, Toshiba, KIA Motors, Brother and more.

“GoldSpot is the only rich media ad platform that provides rapid ad creation tools for advertisers, to quickly scale the market beyond banners,” said Sridhar Dharmaji, CEO and Founder of GoldSpot Media. “This financing will allow us to support our growing customer base, expand sales and marketing, as well as accelerate rich media ad innovations.”

With miSpot, advertisers and publishers can create, deliver and verify rich media and video ad campaigns -- both in-app and mobile web -- from one simple-to-use web interface, across all smartphones and tablets, including iPhone, Android, Blackberry and iPad.

“The mobile rich media industry is crying out for highly scalable solutions to deliver on the promise of engaging the consumer on the go,” said Carl Berg of Berg Enterprises, who has joined GoldSpot Media's Board. “We believe GoldSpot Media is well positioned to dominate the mobile rich media ad market through its solid technology, IP, and execution.”

About GoldSpot Media, Inc.

GoldSpot Media is a one stop, self-serve, mobile rich media advertising solution for advertisers and publishers across all smartphones and tablets.

miSpot for publishers is the only open mobile advertising platform to deliver rich media ads to mobile apps or web inventory..

miSpot for advertisers is the only universal mobile ad platform to assemble, manage, deliver, and track rich media ads across any publisher or ad network.

The company is headquartered in Sunnyvale, California, USA, with Sales offices in New York and Japan, and an R&D center in Bangalore, India. For more information, visit www.GoldSpotMedia.com

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