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Crisp Media Partners With Domob to Deliver Rich Media Mobile Ads in China

Campaign for Singapore Tourism Board: China's First Rich Media Campaign to Follow International MRAID Standards

SINGAPORE--(Marketwire - Nov 26, 2012) - Crisp Media, the leader in delivering rich media-based, digital display advertising to mobile devices, today announced its recent partnership with Domob, number one mobile ad network in China. The partnership kicked off with a mobile campaign for the Singapore Tourism Board (STB), the first mobile rich media campaign in China that follows international MRAID standards.

"This partnership with Domob demonstrates Crisp's growth in the APAC region and emergence as a true global company," said Rosalind Tan, General Manager of Crisp Media APAC. "Increasingly, organizations across Singapore and the entire APAC region are recognizing the opportunities that the mobile platform presents, and are adopting mobile as a powerful engagement tool in communicating with consumers."

"We're pleased to partner with Crisp Media, a mobile industry leader with proven track record working with premium publishers and leading brands in the U.S.," said He Zhang, COO and co-founder of Domob. "Our goal in forming this partnership is to introduce rich media ads to local advertisers, thus offering diverse ways for advertisers to engage users and accomplish their mobile marketing goals."

The STB campaign used the Crisp Engage™ platform to generate interest and heighten awareness of Singapore as a leisure destination to Chinese consumers. Users who clicked on the mobile banner ads were shown video vignettes that showcased the diversity of iconic and new experiences that Singapore offers. The platform included real-time campaign performance analytics, including engagement of the content via time spent on the videos, as well as the click-through rate to STB's destination website.

"Given how active the Chinese market is becoming in the mobile space, many of whom are researching, planning and booking travel via their mobile devices, this is an opportune time to increase our presence in the digital space. As we continue to expand our use of digital platforms, we hope to find new and exciting ways to further engage with our consumers," said Edward Chew, Chief Representative Regional Director of Greater China region, STB.

About Crisp Media

Crisp Media is a leading provider of premium mobile advertising technology, media, and services to brand advertisers, agencies and publishers. Crisp's ad platform, Crisp Engage™, enables the development of mobile rich media ad units, serves campaigns across multiple device and OS types, and provides detailed analytics. Crisp's media offering, Crisp Premium Media™, provides targeted mobile inventory from premium publishers. The company has a proven track record, working with leading brands including General Motors, Intel, Proctor and Gamble, American Express and Paramount Pictures, and with publishers like CBS, IGN, Hearst, Meredith and The Wall Street Journal. Crisp is based in New York, with offices in Singapore. For more information, visit www.crispmedia.com.

About Domob

Domob operates the largest mobile in-app advertising network in China. With more than 360 million impressions per day, it is number one in China's mobile advertising market in terms

of traffic. The network covers over 40,000 mobile applications and 90 million smartphone devices. Domob is backed by Redpoint Ventures and Qiming Ventures, with \$13 million in investment.