

## **Smaato expands mobile advertising opportunities for app developers by supporting Windows Phone 8**

M2 Communications

Build Conference, Redmond, Washington - Smaato, the leading mobile ad monetization platform for fast-growing application developers, today announced the release of the Smaato's advertising SDK for Windows Phone 8 to support Microsoft's launch of its Windows Phone 8 Software Development Kit (SDK).

A single integration with Smaato's SDK will allow app developers to monetize apps with mobile advertising in more than 230 countries and territories. It will provide access to over 90 ad networks, as well as access to Smaato's state of the art global Mobile Real Time Bidding (RTB) Exchange, which has more than 25 Demand Side Platform partners.

Smaato CEO and founder, Ragnar Kruse commented: "Microsoft's Windows Phone offers an attractive OS platform, and we're pleased to work with Microsoft to ensure that Windows Phone app developers will be able to more easily monetize apps through mobile advertising."

"Microsoft cares a lot about how developers can monetize their applications and we strive to offer them choice", said JC Cimetiere, Director, Windows Phone Partner & Developer programs, Microsoft Corp, "Smaato's broad worldwide network and its support for Windows Phone 8 on day 1 of the availability of our SDK is a great opportunity for Windows Phone developers."

"Smaato was one of the very first companies to provide a SDK supporting Windows Phone - by developing our SDK for Windows Phone 8 it demonstrates Smaato's ongoing commitment to providing choice and convenience to app developers all around the globe," added Kruse.

About Smaato, Inc.

Smaato provides a one-stop shop to for mobile app developers to maximize mobile advertising revenues across the world. Smaato provides Ads for Apps - operating the leading mobile advertising optimization platform. More than 60,000 app developers and premium publishers have signed up with Smaato to monetize their content in 230+ countries and territories.

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Smaato's unique feature is the aggregation of 90+ leading ad networks and DSPs globally to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, OMA can be easily integrated with ad networks, ad inventory owners (publishers, app developers and operators) and 3rd party ad technology providers.

Smaato Inc. is a privately held company founded in 2005 by a highly experienced international management team. The company is headquartered in San Francisco, CA with offices in Hamburg, Germany and Singapore.

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