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**Vobile Expands Operations in Asia Pacific**

*New Strategic Investment from EDBI Accelerates Growth Plan*

**Santa Clara, CA – June 7, 2010** – Vobile, the leading provider of video content identification and management products and services, today announced its plan to expand operations in Asia Pacific by establishing its regional headquarters in Singapore. EDBI, a leading investment firm headquartered in Singapore with worldwide presence, has made a strategic investment in Vobile to help accelerate its growth plan.

Vobile VDNA® technology is recognized as the gold standard in online video content identification services. Vobile content identification services have been widely deployed by major Hollywood studios, television networks, cable programmers and sport leagues. The ability to accurately identify and automatically track digital content usage online will help rights holders unlock the huge revenue potential on emerging new media platforms, such as Apple iPad or online video streaming sites.

“The pervasiveness of digital media content requires scalable and cost-effective solutions to protect and enforce copyright. This is particularly true in Asia. Through Vobile, EDBI will strengthen the digital media content ecosystem and allow content developers to reap the full economic benefits of the contents they have created, thus ensuring a vibrant digital media industry in Singapore.” said Chu Swee-Yeok, CEO EDBI. “We look forward to working closely with Vobile in expanding its Asian footprint using Singapore as its headquarters, and in growing new capabilities in digital media sector.”

“We have made solid progress recently in Japan market as a result of our partnership with Sony PCL. Asia Pacific holds great potential in digital media distribution and consumption because of its advanced broadband and wireless infrastructure and vast population. Many of our customers have their Asia Pacific headquarters in Singapore,”

said Yangbin Wang, CEO of Vobile. “We are pleased to have EDBI as our new strategic investor and partner. With strong local support, I am confident that our future growth in the region will exceed our plan.”

### **About Vobile**

Vobile® is the leading provider of video content identification and management services. Its core VDNA® technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates the VDNA Database (VDDB®), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and the United Kingdom. For more information, please visit <http://www.vobileinc.com>.

### **About EDBI**

EDBI (EDB Investments) is a leading investment firm headquartered in Singapore with worldwide presence. EDBI invests globally in innovative and dynamic sectors of Biomedical Sciences, Clean Technologies and Digital Media, as well as key industries in Singapore. As a value-adding investor, EDBI works closely with its portfolio companies, leveraging on its extensive networks and experience to help bridge and drive the companies’ growth strategies for Asia. For more information please visit <http://www.edbi.com>.

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