

## eBuddy Selects Market Leader, InMobi to Deliver International Mobile Advertising

Innovative mobile IM leader and cutting edge ad network technology has proven to be a stellar combination generating a 100% ad revenue increase in under 4 months

**BANGALORE, India and PALO ALTO, California – 3 November 2009** - InMobi (formerly mKhoj) and eBuddy formally announced their partnership today adding to InMobi's growing list of premium publisher partners. eBuddy, the world's leading independent web and mobile messaging service has teamed up with InMobi, the largest mobile ad network for international markets, to increase their revenue payouts in 12 countries including the UK, Ireland, France, Spain, Italy, Germany, South Africa, Thailand, Australia, India and Indonesia. The newly formed partnership in these geographies already accounts for over 20% of eBuddy's total mobile ad revenue. eBuddy selected InMobi based upon their market leader status and the positive results they've seen over the past four months.

"We anticipate excellent results from our partnership with InMobi," comments Jan-Joost "JJ" Rueb, CEO and Co-founder of eBuddy. "InMobi's scale and strength in international markets combined with eBuddy's 240% year-on-year mobile IM growth and more than 9 million unique monthly mobile users lays the foundation for a hugely successful partnership for both companies."

Amit Gupta, InMobi Co-founder and Head of Business Development says, "InMobi is all about innovation and we are excited to be partnering with eBuddy, a company that encourages and appreciates novel methods and ideas to grow their business. Working with eBuddy has given us the opportunity to engage with a true market innovator, and their nearly 3.6 million unique monthly mobile users in the countries where we've partnered has made a significant contribution to our scale."

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### About InMobi

InMobi, formerly mKhoj, is the largest mobile ad network across international markets. InMobi delivers the best results to its partners through its intelligent mobile web advertising solutions. The advanced technology enables advertisers to discover their target audience on mobile internet sites in a measurable manner. Publishers can leverage the capability to serve contextual ads to the users of their sites, thereby increasing the value of their mobile property. InMobi's vast reach in collaboration with the precision of the mobile medium provides the optimal platform for advertisers and publishers of mobile internet sites.

Since its inception in 2007, InMobi's mission has been to provide the business model and technology that will help in the development of the mobile internet ecosystem as a whole. To learn more visit

<http://www.inmobi.com>



## About eBuddy

[eBuddy](#) is web and mobile messaging for everyone everywhere! eBuddy processes nearly 9.5 billion messages per month and enables more than 23 million unique monthly visitors to chat free of charge in one interface across all major IM networks including AIM, Facebook, Gtalk, ICQ, MySpace, MSN Windows Live Messenger and Yahoo! Offering four mobile IM versions: [eBuddy for iPhone](#), [eBuddy for Android](#), [eBuddy Mobile Messenger](#) (J2ME) and [eBuddy Lite Messenger](#) (mobile Web), eBuddy is one of the world's fastest growing MIM services with over 9 million unique monthly mobile users.

Based in Amsterdam, London and San Francisco, eBuddy is a privately held company backed by Prime Technology Ventures and Lowland Capital Partners. Learn more: <http://www.ebuddy.com>.

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