



VOBILE RAMPS UP TECHNICAL OPERATIONS TO MEET GROWING CUSTOMER DEMAND

Dr. Lin Jiang Joins Vobile as Vice President of Technical Operations

Santa Clara, CA – October 14, 2008 – Vobile, the leading provider of video content identification and management services, today announced the appointment of Dr. Lin Jiang as Vice President of Technical Operations. Jiang has been recruited to grow the global technical operations at Vobile in order to satisfy the increasing demand for its content identification and management services. He will lead worldwide service delivery, including the implementation of Software as a Service (SaaS) and related operating support.

Prior to joining Vobile, Jiang served in senior engineering and operations management positions at Cisco/WebEx Communications. During his tenure at Cisco/WebEx, Jiang led the successful development and deployment of the global High-Availability (HA) system for WebEx online collaboration services, which is distributed across multiple data centers worldwide with 99.999% service uptime and also managed data centers and technical operations. In addition, Jiang had held positions in software development, engineering management and technical operations at BroadVision, Lucent Technologies and Siemens. Jiang received a Ph.D. degree from the University of British Columbia in Canada.

“The successful deployment with CCTV at the Beijing Olympics reinforced our position as the market leader in content identification and monetization. Our flagship VideoTracker™ product has won the support of major Hollywood studios and is becoming an essential tool for content owners and rights holders who need to protect their content and revenue in the era of Internet distribution,” said Yangbin Wang, Chief

Executive Officer of Vobile. “I am very pleased to welcome Lin to join our executive team. His experience and leadership will help drive our service expansion to a broader customer base.”

“I am excited to join Vobile. Its industry-leading technology, strong customer base and hardworking team formed a solid foundation for continued growth,” said Lin Jiang. “I look forward to working with the team to deliver the best quality of services to our valued customers worldwide.”

About Vobile

Vobile® is the leading provider of video content identification and management services. Its core VideoDNA technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates a very large scale database of VideoDNA for content identification and video search services. Founded in 2005, the company is headquartered in Santa Clara, California. For more information, please visit the company website at <http://www.vobileinc.com>.

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