



VOBILE NAMES VERNON ALTMAN AS CHAIRMAN OF THE BOARD

Bain Senior Partner and Napster Board Member Signs on to Help Vobile Capitalize on its Video Content Identification Technology

SANTA CLARA, Calif. – Mar. 12, 2007 – Vobile, a leading provider of video content identification and management products and services, announced the appointment of Vernon Altman as Chairman of the Board. Altman brings over 25 years of experience in the broadband, media and Internet industries to this position, including work done with Napster, Cisco, KQED and General Electric.

Vernon Altman is a Senior Partner of Bain & Company, a global business consulting firm, having joined the firm at its founding in 1973. He founded Bain's European, Japanese and U.S. West Coast practices, and several of its Industry Practice Areas, including Telecommunications, Media & Technology and Aerospace & Defense. He also leads Bain's Full Potential capabilities, which assist clients in transforming and achieving the full potential of their capabilities. In addition he served as a Senior Vice President of Cisco Systems, Inc., and held technical positions at General Electric and Honeywell.

Mr. Altman is a member of the Boards of Directors of Napster, Inc., the San Jose Tech Museum, the California Business Roundtable, the California Chamber of Commerce, and the Bay Area Council. He is also a Presidential Nominee to the MIT Corporation Visiting Committee for the Engineering Systems Division, a member of the Board of Visitors, Peter F. Drucker Graduate School of Management, Claremont Graduate University, and a member of the Board of Visitors and Fellows, School of Viticulture and Enology, University of California Davis, and a former Board member of KQED (San Francisco's public TV and radio broadcaster), Mr. Altman received Bachelors and Masters Degrees in Electrical Engineering from Massachusetts Institute of Technology, and a Masters in Management from MIT's Sloan School.

According to Altman, "Vobile is a company with extraordinary technology and capabilities. The opportunity for us to make a major difference in the explosion of video on the Internet is immense, and the timing could not be better. From

the detection of pirated content, to the monetization of video content through targeted advertising, to the management, control, and marketing of professional and user generated video and audio – the capabilities of this company are unique and profound. It's a thrill to be part of the Vobile team.”

“Vobile is at the forefront of the new Internet video content economy,” stated Yangbin Wang, founder and chief executive officer of Vobile. “We are extremely pleased and honored that Vernon has agreed to join the Vobile Board and to serve as the Chairman. He brings an impressive record of accomplishments and leadership that will accelerate the growth of our company and help capitalize on our core invention in video content identification technology, VideoDNA™.”

Steve Wurzburg, Vobile board member and a partner at law firm Pillsbury Winthrop Shaw Pittman LLP, added that "Vernon is a welcome addition to the Vobile board with his extensive business strategy expertise, management experience, and industry contacts."

About Vobile

Vobile is a leading provider of video content identification and management products and services. Its core VideoDNA™ content identification technology enables fully automated identification, tracking and management of any video content with high performance, accuracy and scalability. Founded in 2005, the company is headquartered in Santa Clara, California.

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