



Vobile Named OnMedia 100 Winner by AlwaysOn for Second Year in a Row

VideoDNA Content Identification Selected as Key Enabling Technology for Online Marketing

Santa Clara, California-- January 27, 2009 – Vobile, the leading provider of video content identification and management services, today announced that it has been named to the 2009 OnMedia 100 List. The OnMedia 100 Award is given to private, emerging technology companies in the advertising, publishing, marketing, branding and public relations spaces. Vobile was selected by the AlwaysOn editorial team based on its demonstration of growth, market opportunity, quality of innovation and customer traction.

“We are honored to be selected by AlwaysOn as a winner of the annual OnMedia 100 award for second year in a row,” said Yangbin Wang, CEO of Vobile. “Major Hollywood studios and television networks have embraced our VideoDNA content identification technology to help protect, promote and monetize their premium content worldwide over the Internet. We have solidified our technology and market leadership in the past year. VideoDNA is becoming the key enabling technology for the Internet video economy.”

The OnMedia 100 winners were selected from among hundreds of technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

“The 2009 OnMedia 100 companies have demonstrated their tenacity even in the toughest economic conditions that the technology world has ever encountered,” said Tony Perkins, founder and editor of AlwaysOn. “We applaud their success in pushing the boundaries of innovation, creating market opportunities and transforming the industry even in the earlier stages of their businesses.”

Vobile will be recognized at the OnMedia NYC Conference at the Ritz Carlton, New York City, on February 2, 2009. This executive conference is co-presented by Forbes and will feature presentations and high-level debates from CEOs, journalists, industry experts, investors and publishing and advertising executives.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, AlwaysOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, AlwaysOn Hollywood, AlwaysOn Media and GoingGreen) and quarterly print “blogzine” by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, AlwaysOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

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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