



Vobile Selected by AlwaysOn as OnMedia Top 100 Winner

***Recognized for game-changing strategies in advertising,
marketing and promotion***

SANTA CLARA, Calif. – Jan. 28, 2008 – Vobile, a leading provider of video content identification and management services, today announced that it has been chosen by AlwaysOn as one of the OnMedia 100 Winners. Inclusion in the OnMedia 100 signifies major developments in the creation of marketing tools, services, venues, advertising, branding, and public relation campaigns. Vobile was specially selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Vobile and the OnMedia 100 Top Private Companies will be honored at the OnMedia conference scheduled to occur on January 28-30, 2008 at The Mandarin Oriental Hotel in New York City. This two-and-a-half day executive event will feature technology CEO's from Silicon Valley leading presentations and high-level debates with the global advertising and media establishment about disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

“The OnMedia 100 winners have excelled in key strategic areas in the advertising, marketing, public relations, and promotion industry,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and venues for marketers to have at their fingertips and for use to take their business to the next level in innovation.”

The OnMedia 100 was selected from over hundreds of companies, nominated by a panel of industry experts in the online ad service, technology, community platform, mobile advertising, marketing, and Web analytic sectors from around the world.

Powered by its patent-pending VideoDNA technology, Vobile offers a superior

content identification and management solution that enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. VideoDNA provides an essential foundation for content owners to monetize online video distribution and significantly enhance their consumer's video search experience.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn Web site at <http://www.alwayson.goingon.com>

"We are very pleased to be honored as an OnMedia Top 100 Winner," said Yangbin Wang, Founder and Chief Executive Officer of Vobile. "This prestigious award is a timely acknowledgement of our technology and market leadership in video content identification and management. We are committed to delivering the best products and services to our customers."

About Vobile

Vobile is a 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, visit the Vobile Web site at <http://www.vobileinc.com/>.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (OnMedia NYC, Venture Summit East and West, On Hollywood, The Broadband Digital, Stanford Summit, and Going Green) and quarterly print "blogazine". No other media brand has dared to create such open interaction with its readers and event participants.

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