



Advaliant Campaign for PlayPhone Recognized as 2007 ad:tech Awards Finalist

SAN FRANCISCO – April 24, 2007 – ad:tech 2007 – MediaTrust, Inc. today announced that Advaliant, its next generation affiliate performance network, and PlayPhone, the leader in direct-to-consumer mobile content destinations, have been recognized as a finalist for “Best Affiliate Marketing Campaign” in the 2007 ad:tech Awards. Ad:tech San Francisco is taking place this week, April 24-26 at the Moscone Center.

PlayPhone approached Advaliant with the primary objective of increasing its user base by appealing to consumers using mobile handsets. In addition, PlayPhone wanted to build a trusted brand name loyalty among its target demographic. Advaliant created a custom campaign for PlayPhone that allows the company to market through various interactive affiliate channels including e-mail, search marketing and banner advertising.

PlayPhone has worked with Advaliant to build the most successful mobile content campaign on the Advaliant network. Since the campaign launched in July of 2006, PlayPhone has experienced an average 30 percent growth in revenues, and a 30 percent increase in real leads. In addition, PlayPhone has established exclusive arrangements with many of the top mobile content developers in order to provide consumers with compelling content that enhances their mobile phone experience. As a result, the PlayPhone brand is very strong and is perceived as new and fresh in the industry among gamers and music lovers.

“PlayPhone initially selected Advaliant for its in-depth knowledge of the mobile entertainment industry, its understanding of our targets and goals and its commitment to helping us achieve them,” said Kate Spivak, senior director of Online Marketing at PlayPhone. “I have rarely had the opportunity to work with such a trustworthy and dedicated team. We are excited to be recognized by ad:tech as a finalist for our campaign results to date, and we look forward to continued collaboration with Advaliant in the future.”

“Advaliant’s pay-for-performance business model helps companies such as PlayPhone to optimize marketing budgets,” said Jivan Manhas, President of Advaliant. “This industry recognition serves as further validation that we are delivering highly effective programs

that result in quality lead generation, traffic and transactions for this growing industry leader.”

The 2007 ad:tech awards ceremony will take place at ad:tech San Francisco, on Wednesday, April 25. More than 130 judges have reviewed the submissions.

About MediaTrust

MediaTrust (www.mediatrust.com) is an online marketing services company comprised of AdValiant, an affiliate performance network, and AdVario, a proprietary ad-serving technology. MediaTrust offers a ‘one-stop-shop’ for technology and services across all online marketing channels including: affiliate and search marketing, contextual and display advertising, lead generation, e-mail marketing, proprietary ad-serving technology, mobile marketing, data management, Web publishing, list management, and RSS marketing. MediaTrust’s experienced marketing services organization ensures that each media campaign is uniquely customized for each advertiser and publisher.

MediaTrust delivers real-time, relevant, and intelligent performance-based online marketing campaigns that create awareness, generate leads, drive sales, and retain customers.

Media Contact:
Christine Cefalo for MediaTrust
Cefalo Communications
619-237-1051
christine@cefalocommunications.com