



AdValiant Details PlayPhone's Affiliate Marketing Success

NEW YORK – November 5, 2007 – Today at ad:tech New York 2007 (booth #830), Advaliant, MediaTrust, Inc.'s award-winning, performance-based affiliate marketing network, detailed a successful customer acquisition and retention program that was architected specifically for PlayPhone, Inc., a mobile media company that offers premium, branded mobile content to consumers.

PlayPhone gives consumers access to one of the widest selections of ringtones, videos, wallpapers, games and more. According to MIC (Market Intelligence Center), an ICT industry research institute based in Taipei, the number of worldwide mobile phone subscribers is expected to grow from two billion in 2005 to approximately 3.3 billion in 2010, representing a CAGR (compound average growth rate) of 10.1 per cent. Rising industry forecasts create a competitive environment that forces companies to look to more efficient marketing strategies and tactics in the hopes of gaining market share.

In the fall of 2006, PlayPhone engaged Advaliant to propose a creative marketing strategy to acquire and retain customers. After studying the PlayPhone business, Advaliant executed a custom designed affiliate marketing campaign that included search, highly targeted email, targeted banner placements, joint ventures and private labeled sites.

“We selected Advaliant for its quality of service, its commitment to developing a long term partnership and its studied approach in selecting trusted publishers and affiliates,” said Ron Czerny, founder and chief executive officer at PlayPhone. “After running one successful campaign after another, affiliate marketing has become one of our primary means for customer acquisition.”

The PlayPhone affiliate campaign has experienced clear and measurable success. The dramatic increase in the number of new PlayPhone customers per day has exceeded the expectations of both PlayPhone and Advaliant. In addition, Advaliant and PlayPhone were awarded the 2007 ad:tech award for “Best Affiliate Marketing Campaign.” On the heels of its successful affiliate campaigns, PlayPhone has partnered with some of the world's most well-known brands and is in the midst of global expansion.

“Modern affiliate marketing is proving itself as the most effective way to acquire customers on a pay-for-performance basis,” says Jivan Manhas, president, Advaliant. “By partnering with a trusted network such as Advaliant, customers can experience measurable results while extending and safeguarding their brands.”

About MediaTrust

MediaTrust (www.mediatrust.com) is an ecosystem of online media properties. MediaTrust combines innovative interactive media and advertising technology with human service and expertise. Companies that choose MediaTrust benefit from relevant and intelligent online campaigns that deliver higher ROI and greater success in acquiring customers, creating brand awareness, generating sales and driving traffic.

MediaTrust is comprised of Advaliant, a performance-based affiliate marketing network, Advario, a proprietary ad serving platform, leading-edge media technologies and the MediaTrust Integrated Solutions Group (ISG). The ISG is comprised of specialists that analyze customer needs and build custom performance-based campaigns that optimize returns for each advertiser and publisher.

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