

Nobot Inc.

February 2, 2011

3-27-6, Sanno, Ota-ku, Tokyo, 143-0023, JAPAN

NOBOT Inc.

Kiyotaka Kobayashi / CEO

Business partnership between Nobot and Smaato in mobile ad distribution
Ad exchange between Japan's Number 2 "AdMaker" and "SOMA"

Nobot, a public company that operates the ad network "AdMaker" for the Smartphone (main office: Ota-ku, Tokyo; President & CEO: Kiyotaka Kobayashi; known below as Nobot) has formed a business partnership with Smaato Inc. (main office: California, USA; CEO & Co-Founder, Ragnar Kruse, known below as Smaato), a company with a global mobile advertising platform that proudly ranks in first place in the world as the leading mobile advertising optimization platform. These two companies have integrated their advertising delivery systems in order to provide one solution for the mobile advertising market in Japan.

Regarding our business collaboration with Smaato.

Through our business collaboration mobile application developers and website operators who use "AdMaker" can distribute Smaato's rich globally-oriented advertisements on applications and websites. "SOMA (Smaato Open Mobile Advertising)" provides even more diverse ad-revenue generating opportunities through the distribution of its ads not just in Japan, but through international website traffic from every nation in the world. In addition, advertisers who place ads through "AdMaker" will be able to distribute advertisements to more than 220 nations throughout the world, allowing for an even wider ad distribution.

To date, Nobot has already collaborated with corporations such as Mojiva(Singapore, David Gwozdz), BuzzCity(USA, David Gwozdz), Medialets(New York, Eric Litman). Now, Nobot, which boasts the second highest distribution volume in Japan, will collaborate with Smaato, as a result, this will accelerate the flow of mobile ads between Japan and the rest of the world. From now on, Nobot will continue to cooperate with ad service corporations, and in 2011 it will advance into the Asian sphere, including South Korea and China.

About AdMaker <http://www.ad-maker.net/>

"AdMaker" is a service to assist in maximizing advertising profits for those who manage smartphone targeted websites, as well as those who develop smartphone applications for



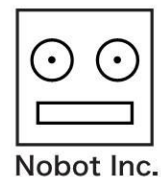
iPhone/Android and other platforms. As of January of 2011, approximately 650 million ads have been shown through pay-per-click advertising networks, and more than 1,200 SDKs have been distributed. "AdMaker" offers both pay-per-click advertising, which is billed based on the number of clicks received, and CPM (cost per impression) advertising, which is billed based on the number of times the ad appears.

About SOMA <http://www.smaato.com/>

Smaato is the Mobile Ad Cloud - operating the leading mobile advertising optimization platform called SOMA. More than 11,000 app developers and premium publishers have signed up with Smaato to monetize their content in 220+ countries and to manage close to 20 billion ad requests per month.

SOMA's unique feature is the aggregation of 50+ leading ad networks globally to maximize mobile advertising revenues. Through an open API and the widest range of SDKs, SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

Company name : Nobot Inc.
CEO : Kiyotaka KOBAYASHI
Established : 1st April 2009
Address : 10F Omori Raruta Building, 3-27-6, Sanno, Ota-ku,
Tokyo, 143-0023, JAPAN
URL : <http://ad-maker.net/>
Business : Adnetwork for Smartphone Apps & Sites
Social media : Facebook : [facebook.com/nobotinc](https://www.facebook.com/nobotinc) , Twitter : nobotinc



Company name : Smaato Inc.
CEO : Ragnar Kruse
Established : August 2005
Address : 3 Lagoon Drive, Suite 170, Redwood Shores, CA, 94065 USA
URL : <http://www.smaato.com/>
Business : Mobile advertising company & Ad optimization platform



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