

About digital SIDEBAR

digital SIDEBAR is at the forefront of innovation offering an end-to-end solution for mobile advertising and content discovery. The company's platform, SIDEBAR™, connects wireless operators, advertisers and content providers with mobile consumers. The system is unobtrusive, targeted and interactive.

SIDEBAR creates salable inventory by inserting content into the white space tied to mobile device events. Displays of targeted advertisements, promotions and content are triggered by user-actuated functions, such as before, after and during voice calls, incoming and outgoing SMS notification, and application launch. Consumers have the ability to access multiple layers of content at the time of initial display or later, during leisure time.

Consumer research supports the SIDEBAR approach:

Persons 16-24

58% receptive to SIDEBAR

37% likely to try SIDEBAR

32% would share SIDEBAR content with friends

31% interested in video and listening to music after viewing SIDEBAR demo

35% interested in watching movie trailers via SIDEBAR

34% interested in updates on music, celebrities & sports via SIDEBAR

Persons 25-34

46% receptive to SIDEBAR

28% likely to try SIDEBAR

21% would share SIDEBAR content with friends

26% interested in video and listening to music after viewing SIDEBAR demo

29% interested in watching movie trailers via SIDEBAR

27% interested in updates on music, celebrities & sports via SIDEBAR

Source: m:metrics

Benefits

Carriers

- SIDEBAR will increase ARPU by proactively stimulating consumption of content and data services, generating significant revenue from mobile advertising, and enhancing customer satisfaction and loyalty
- Suite of downloadable clients
- SIDEBAR is a rapidly scalable system. It can be customized to meet mobile operators' specifications and implemented as an ASP end-to-end system; the platform can also be used in conjunction with operators' select partners and ad sales organizations

Advertisers

- Advertisements, promotions and other types of content are delivered to consumers at exactly the right time - while they interact with their mobile devices – ensuring optimum user response and brand recall
- Immediate Interaction and On-Device Response, click-to-video, click-to-call, click-to-content, click-to-SMS
- Viral marketing with SIDEBAR's "share" feature, one-to-one and one-to-many

Content Developers

- SIDEBAR offers an open API to select third party content developers. In-application advertising and response facilitates a truly integrated multi-platform experience on mobile devices.
- SIDEBAR's multi-screen feature facilitates innovative, multi-layered content creation and delivery
- The platform's proprietary Creative Asset Optimization tool formats a single set of assets for all devices

Consumers

- Opt-in service and privacy according to the MMA's established code of conduct
- Content, ads and promotions tailored specifically to users' expressed and demonstrated preferences
- Value propositions and incentives, such as subsidized content or service

Availability

SIDEBAR will be piloted by a tier one U.S. carrier – one of the largest in the world - in June, 2008.

Leadership

- Stephanie Grossman, Chief Executive Officer
- Eric Wilson, Chief Technology Officer
- Mary Beth Natarajan, Head of Marketing

Ownership

digital SIDEBAR is funded with private equity and by investors with deep experience in the wireless sector. The company closed its \$5 million Series A financing in July 2007.

Headquarters

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