

IMImobile wins Global AlwaysOn OnMedia 100 award

Technology innovator in Mobile Marketing and Advertising for 2008

Hyderabad, January 28, 2009: IMImobile, the leading service creation partner for operators today announced that it has been selected for the 2009 OnMedia 100 List. AlwaysOn's OnMedia 100 Award is given to the top global private, emerging technology companies in the advertising, publishing, marketing, branding and public relations spaces. IMImobile was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"We are pleased to be recognised by AlwaysOn as one of the most progressive global technology inventors of 2008 in the Mobile Marketing and Advertising space" said Vishwanath Alluri, Founder and CEO of IMImobile. "Ad-Ring™, our multi-channel multi format mobile advertising platform monetizes operators' inventory across multiple channels and leverages their data sources to deliver highly personalised campaigns to subscribers. We are delighted with this recognition and look forward to building on our market traction and success over the coming year."

"The 2009 OnMedia 100 companies have demonstrated their tenacity even in the toughest economic conditions that the technology world has ever encountered," said Tony Perkins, founder and editor of AlwaysOn. "We applaud their success in pushing the boundaries of innovation, creating market opportunities and transforming the industry even in the earlier stages of their businesses."

AlwaysOn editors compiled the second annual elite OnMedia 100 list with assistance from KPMG's emerging business practice, KPMG VC Practice. The survey was conducted on more than 500 venture investors, investment bankers, and technology insiders, who nominated more than hundreds of companies to determine the OnMedia 100 winners.

The OnMedia 100 winners were selected from among hundreds of other technology companies. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalise the 2009 list.