

AdMarvel and PointRoll Partner to Deliver Revolutionary Advertising Platform for Apple iPad
Strategic Technology Partnership Results in Launch of First Comprehensive Offering to Enable Rich Media Advertising Across Multiple Mobile Platforms

CTIA Wireless 2010, Las Vegas, Nevada – March 23, 2010 - AdMarvel, a leading provider of mobile advertising services, today announced that it has reached a new strategic partnership with PointRoll, wholly-owned subsidiary of Gannett Co., Inc. (NYSE: GCI) and the leading provider of digital marketing solutions. As a result of the partnership, the companies together launch the iPad Advertising Platform, which combines PointRoll's cutting-edge rich media technology with AdMarvel's mobile advertising capabilities.

The iPad launch is part of a broader partnership to deliver comprehensive mobile capabilities across multiple platforms providing developers, publishers, agencies and ad networks with a comprehensive platform for monetizing ad revenue on the industry's newest distribution channels. By combining AdMarvel's expertise in improving the performance and revenue associated with mobile advertising with PointRoll's scalable rich media technology capabilities, the industry now has a solution that offers ad mediation, campaign management, ad serving and analytics specifically tailored for mobile devices such as the iPad.

For Developers and Publishers : *Easy-to-integrate, managed service platform to maximize ad revenue*

- Works across browser and application modalities. AdMarvel SDK dramatically extends rich media advertising options for iPad, iPhone, iPod Touch, and other mobile applications including Android and Blackberry
- Ad sourcing from over 60 ad networks around the world – delivering geo-targeted advertising to users across the globe
- Rich media campaign management; ad composition, ad serving, granular targeting, pricing and forecasting for direct-sourced ad deals or house ads used to create awareness and cross promote properties
- Real-time reports and analytics for unparalleled visibility and control over advertising monetization

For Marketers and Ad Networks: *Easy-to-use platform to maximize visibility & efficiency*

- Target and engage consumers as they interact with the leading mobile content brands and properties around the world
- Sophisticated campaign management, targeting and frequency control for optimal ROI on campaign spend
- Best-in-class creative services, engaging features, and advertiser metrics for unparalleled interactive campaigns that allow you to easily extend the work you do with PointRoll on the desktop into the mobile space

“The iPad and mobile devices in general represent a great opportunity for both publishers and advertisers to engage consumers” said Mahi de Silva, CEO at AdMarvel. “The iPhone was a quantum leap in mobile phone usability and interaction, creating a new paradigm for rich media advertising. The iPad promises to take this to the next level. Most of the legacy advertising infrastructure designed for

desktops and laptops will not work on the iPad – but this is a tremendous opportunity for advertisers to explore new, more relevant and better performing engagement models for advertising.”

The partnership’s iPad Advertising Platform supports JavaScript, expandable ad units, animation, interstitials, transparent overlays of content and interaction. The platform also supports the ability to contain an ad experience within an application for the promotion of new features or content channels. Additionally, the iPad Advertising Platform features click-to-contact, click-to-maps, click-to-app and click-to-video actions. The platform is further supported by server-side tools to help advertisers create, manage and track rich media ad performance and analytics.

“We are very pleased to partner with AdMarvel to enable marketers and publishers to deliver memorable and measurable PointRoll campaigns across mobile environments.” said Max Mead, Vice President, Business Development & Strategy at PointRoll Inc. “It’s extremely important to us that the campaigns we deliver create an interactive and engaging user experience on whatever platform they appear. With the iPad, it’s not just about repurposing mobile technology on a larger ad space, but enabling marketers and publishers to meaningfully connect with consumers.”

AdMarvel powers many of the leading developers on iPhone, iPad and Android platforms. AdMarvel works on behalf of more than 500 publishers and carriers globally to source, manage, optimize and serve advertising from over 60 ad Networks and Agencies.

About AdMarvel

AdMarvel makes mobile advertising work by enabling mobile developers, publishers and carriers to easily source, provision, manage and track advertising from virtually any ad network or direct sourced advertising inventory. As the leading trusted third party in mobile advertising, AdMarvel works with mobile publishers, developers, carriers, ad networks, agencies and advertisers to optimize advertising inventory and revenue. AdMarvel services work across mobile web, WAP, SMS/MMS and in-application and video modalities. AdMarvel is a wholly owned subsidiary of Opera Software ASA. For more information, visit www.admarvel.com.

About PointRoll

PointRoll, a wholly-owned subsidiary of Gannett Co., Inc. (NYSE: GCI), is the leading provider of digital marketing services and technology. PointRoll enables advertisers, agencies and Web publishers to create, deliver and measure interactive and action-inspiring online video, rich media display, mobile, and social campaigns. Delivering both the art and science of the digital engagement, PointRoll provides the creative tools, analytics, distributed content, and expertise marketers need to effectively engage consumers and make a memorable and measurable impression. Evolving beyond the banner, PointRoll allows marketers to find consumers wherever they are across any digital platform and deliver a relevant and engaging brand or direct response experience, dramatically improving ad effectiveness. Serving more than 350 billion impressions for more than two-thirds of the Fortune 500 brands, PointRoll delivers measurable online advertising campaign results. For more information, please visit www.pointroll.com.

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