

TODACELL SECURES ADDITIONAL \$1 MILLION FUNDING FROM EXISTING INVESTOR AFTERDOX TO EXPAND SALES AND MARKETING EFFORTS

Following the flurry of acquisitions among mobile ad companies, including AdMob, Quattro Wireless and AdMarvel, Todacell raises funding to expand international presence with new offices in New York, Los Angeles, Toronto, London & Bombay

Tel Aviv, Israel, March 9, 2010 – Todacell, the leading mobile display ad network for optimizing publisher ad performance, today announces an additional \$1 million round of funding from existing investor AfterDox. Monies from this round of funding have been earmarked for sales and marketing, with five new sales offices opening in New York, Los Angeles, Toronto, London and Bombay.

Todacell is a publisher-centric mobile ad network whose proprietary inventory analysis technology examines and maps a publisher's ad inventory based on user data, location, time, and the performance of ad campaigns on that publisher's mobile website or application. This process results in a very accurate match between publisher and advertiser, generating better ad performance for advertisers while providing greater ad revenue for publishers.

"Todacell's technology and analysis of our mobile site and application enables them to deliver effective campaigns that exceed our advertisers' goals, which in turn generates greater revenue for eBuddy," said Rogier van den Heuvel, VP World Sales, eBuddy, the world's leading independent web and mobile instant messaging (IM) service for everyone, everywhere! "Thanks to Todacell, mobile advertising can be a win-win for advertisers and publishers, too."

Todacell works with a select group of publishers including Fring, MobiLuck, Mocospace and TuneWiki. By limiting the range of publishers that the company works with, they are able to better optimize performance for each publisher. The limited list of publishers also ensures that advertisers know exactly on which publishers their campaigns will appear, bringing complete publisher transparency to the mobile marketing industry.

Beyond advertising on traditional mobile phones, Todacell's ad network enables advertisers to reach other non-phone mobile devices, including hand-held gaming consoles by Nintendo, Playstation and Sega, and soon Apple iPad and Amazon Kindle.

According to J.P. Morgan industry analyst Imran Kahn from the company's recently released 328-page 2010 Internet Industry Outlook, mobile display advertising space in which Todacell operates will grow 81% this year from \$140 million in 2009 to \$253 million in 2010.

To date, Todacell has secured \$2 million from AfterDox and others, including \$350,000 seed funding from the Fore Group.

"To meet global advertiser demand and publisher interest, Todacell is using this round of funding to open five offices in key US and international markets," said Moshe Vaknin, Todacell CEO and founder. "After more than a decade of experience in digital marketing, it sure is an exciting time to be in mobile advertising."

About Todacell

Todacell is a mobile display ad network for advertisers and publisher which facilitates optimizing publisher ad performance. The company's publisher-centric ad flow management technology analyzes publisher inventory and ad performance, enabling the optimization of their display ad inventory which results in more effective campaign results for the Todacell's advertisers. For advertisers and agencies, the company is a top-10 mobile ad network according to industry rankings which provides complete transparency and ensures that advertisers and agency planners know exactly where all of their advertising will appear. Publishers gain an ad network partner who takes the time to understand their ad inventory and users in order to run better-targeted campaigns which generate more ad revenue. To learn more about Todacell, please visit us at www.todacell.com.

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