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Starcounter's Database Powers Live Adserve Application for Israel's Top Web Portal, Walla!

Driven by Starcounter's high performance NoSQL database, Adtoma's advertising solution enables Walla! to streamline its entire media supply chain

Stockholm, Sweden – August 22, 2012 – [Starcounter](#) today announced that its high performance in-memory database powers the live adserve application utilized by [Walla!](#), Israel's premier online destination for news, e-mail, online shopping, music and more. With six million monthly unique users and over 10 billion ad impressions per month, Walla! uses the all-in-one advertising system from [Adtoma](#), an online advertising and media management company, to optimize its online advertising business and streamline its entire media supply chain.

Starcounter's database handles millions of users and processes millions of ACID-compliant database transactions per second on a single server, enabling Adtoma to provide Walla! with a low-cost, high performance advertising application that processes large volumes of data in real time. Starcounter also manages up to a terabyte of updatable data and provides the scalability and flexibility required to meet Walla!'s need for a fast, easy-to-use and large-scale adserve system.

"Instead of having to use a patchwork of systems to run our advertising business, we use one strong solution from Adtoma which is made possible by Starcounter's NoSQL database," said David Kedem, Ad Ops & BI Director of Walla! "By combining several traditional media tools into one streamlined process, the solution simplifies our workflow, all the way from proposals to orders and sales management to advertising operations. This has resulted in a significant increase in efficiency and reliability."

Asa Holmstrom, CEO of Starcounter, added, "Our database's underlying VMDBMS technology, which is more than 100 times faster than traditional databases, is the backbone of the system that enables Walla! to easily and cost-effectively manage its advertising business and revenue streams."

About Starcounter

Starcounter is a database development company dedicated to providing the world's highest performing database. Founded in 2006 by entrepreneur Joachim Wester, Starcounter's goal is to simplify database processing while cutting costs. Its technology is ACID compliant, and performs best with high transactional, real-time applications. To learn more, visit www.starcounter.com.

About Walla! Communications

Walla! is Israel's leading portal, managing a wide range of online services including news, video, mail, e-commerce and online classifieds. Walla! serves a diverse community of more than six

million monthly unique users mostly from Israel. Walla! is a fully-owned subsidiary of Bezeq (TASE: BEZQ.TA), Israel's largest and leading telecommunications group.

About Adtoma

Adtoma is an online advertising and media management company. The company's flagship product offering is Fusion – a powerful software solution that integrates and streamlines the entire media supply chain process, including CRM, proposals, inventory and sales management, advertising operations, and business intelligence, resulting in a dramatic increase in efficiency and visibility. Fusion combines the essential business functions of multiple systems in the most comprehensive and intuitive application on the market, tailored exclusively for online ad-sales organizations. Adtoma's clients are some of the world's leading media companies.

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