



**Get the Most Out of Your
Advertising with Pinsight Media**

Apps have many choices

For a partner to add advertising to its mobile apps

THE BEST CHOICE WILL

- Integrate multiple ad networks
- Maximize ad fill rate
- Maximize CPMs
- Integrate native ads into the flow of Path's distinctive UX
- Allow for both a programmatic and a human element
- Provide cutting edge analytics and reporting

Easier said then done

The Pinsight SDK does all this.

IT LEVERAGES

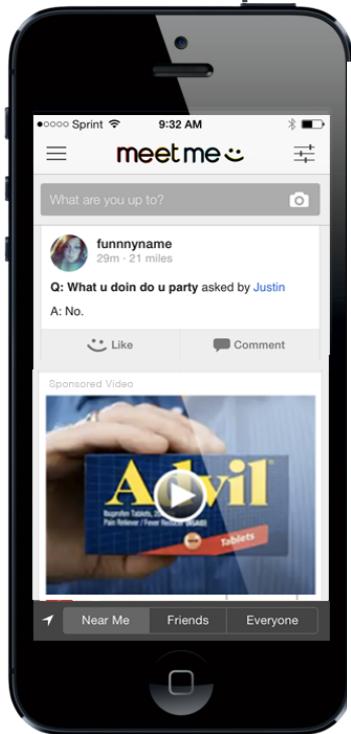
- Our relationship with over 40 ad networks to optimize fill rate and CPM
- Our direct sales force which bring in high-dollar campaigns from premium brands
- Ability to integrate native in-stream ads
- Our team of dedicated account managers who optimize performance

Your app is different, its yours

Its one-of-a-kind UX deserves a unique ad experience

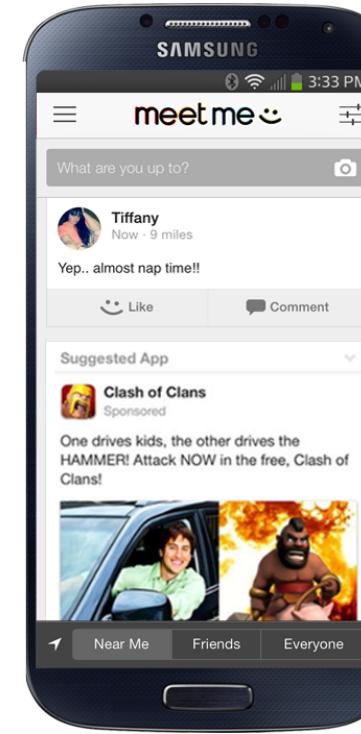
Native ad opportunities

Example: MeetMe



VIDEO UNIT

- In-stream ad unit allows brand advertiser to place high-impact video for maximum engagement level.



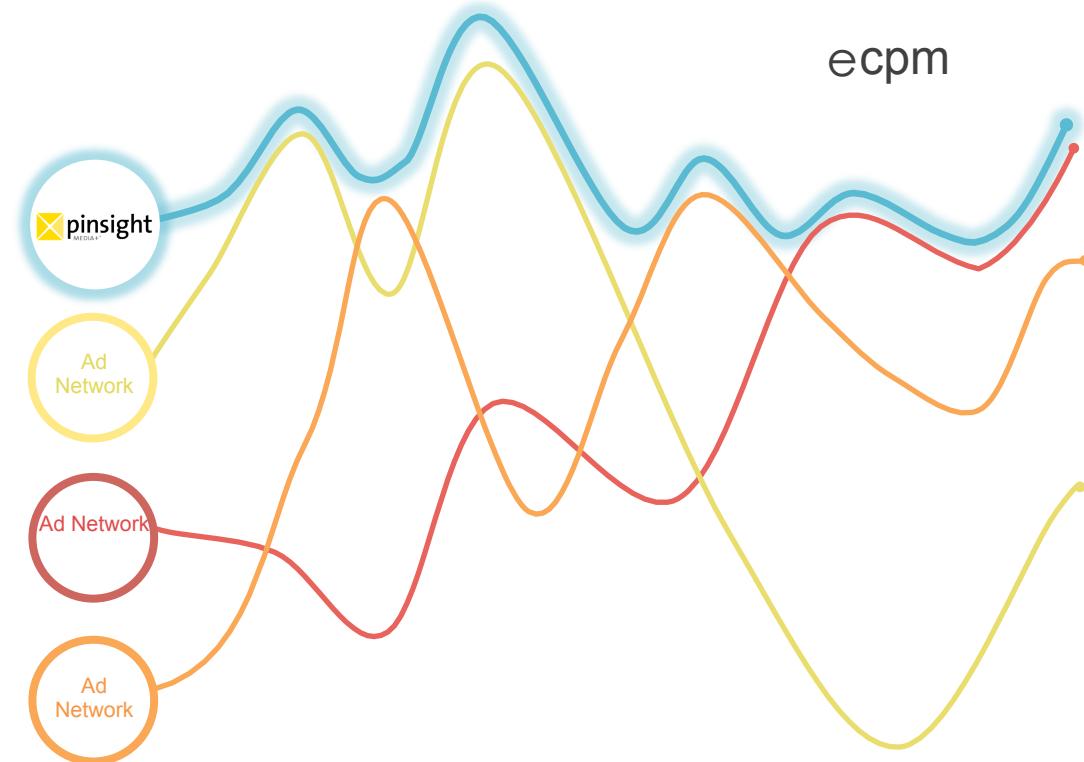
APP DOWNLOAD UNIT

- In-stream unit highlights as app, similar to other social apps, pointing users to App Store/Google Play for download.

Optimization of ad

Its one of a kind business deserves a one of a kind partner that

- We have relationships with over 40 ad networks, and DSPs, mobile publishers. Our intelligent engine mediates and optimizes to ensure your ads have the highest fill rates and CPMs.
- Our account management team adds a human element and overrides the programmatic side when necessary to optimize performance.
- Our direct sales force works with brands and agencies to bring in premium campaigns from top brands



Pinsight is part of Sprint

Take advantage of unparalleled Sprint assets

LEVERAGING

- On Device distribution capabilities
- Commerce and seamless billing capabilities



Proof is in the pudding

Join the developers who have trusted Pinsight with over 5B monthly impressions



How we can win together - Phases

Phase I

- Simple Ad Banner Integration into O&O properties
- Utilize 1-2 'category' Pinsight Apps
 - Weather, News, Weather, etc...
- Prove relationship potential

Phase II

- US Cellular/Sprint/Pinsight Partnership
 - Joint position to OEM from Sprint/SB
- Utilize device 'Installer' for App Distribution
- Extend existing App relationships to US Cellular
- Write Checks!

Assumptions	1Weather	Express News	BaconReader	CBS Sports	TweetCaster	FriendCaster
Subscribers with Access to apps	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000
Percentage that use this app	50%	30%	20%	30%	30%	30%
Sessions per month per user	15.00	10.00	75.00	0	150.00	30.00
Ad Impressions per session	1.00	5.00	2.00	0	3.00	5.00
eCPM	1	1.5	1.75	1.5	1.5	1.5

Predictions

Impressions Per Month	37,500,000	75,000,000	150,000,000	-	675,000,000	225,000,000
Gross Revenue Per Month	\$ 37,500.00	\$ 112,500.00	\$ 262,500.00	\$	\$ 1,012,500.00	\$ 337,500.00

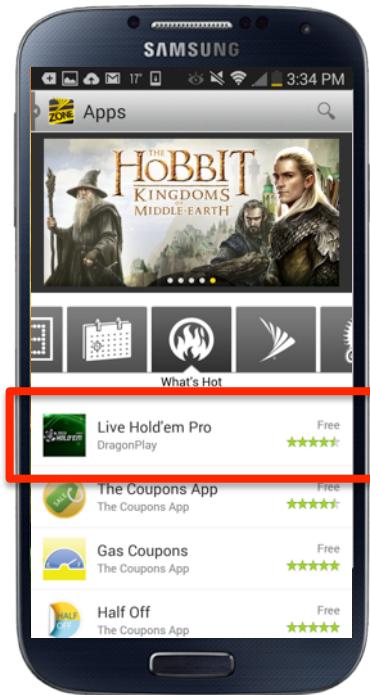
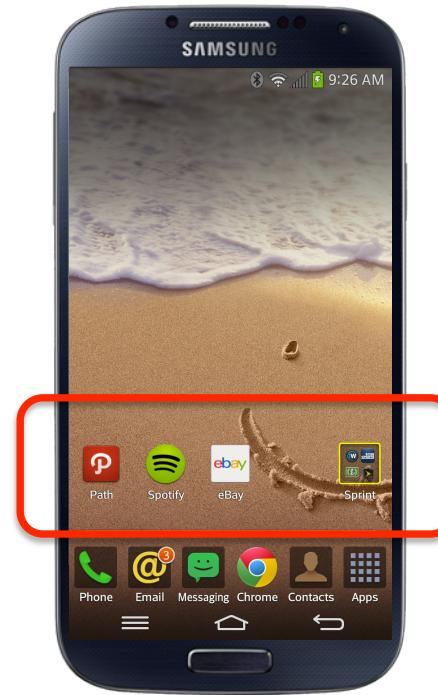
Applications & Services



- Everyday, high usage apps
- 50 million+ downloads
- 15 million+ monthly active users
- 2 billion+ monthly ad impressions



How we can win - Phase II



Pinsight Media+

Mobile advertising by mobile experts



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