

**Press Release
For Immediate Release**
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Madhouse Partner with iResearch on Mobile Internet Market Research

Shanghai – September 8th, 2008 – Madhouse, China's leading mobile ad network operator has recently announced a partnership with China's leading research firm iResearch Consulting Group regarding mobile internet market research. The partnership's goal is to help inform advertisers and investors about the latest trends in China's mobile marketing sector with regular research reports and to encourage the uptake of mobile marketing services.

Earlier this year, Madhouse signed a three year exclusive agreement with iResearch Consulting Group to cooperate on mobile user behavioral studies, mobile media traffic monitoring, mobile ad tracking, and third-party mobile ad serving result verification.

"As the industry leader, we have the responsibility to share our learning with other industry players, particularly advertisers, in order to drive this new market together," said Joshua Maa, Madhouse CEO, "iResearch Consulting Group is China's leading research firm and has substantial experience in internet media and other new media. We hope to provide impactful research reports to provide advertisers and investors with a better understanding of China's mobile marketing development." According to the agreement, Madhouse is responsible for providing technical support and mobile media resources for mobile survey products, mobile internet monitoring, mobile ad tracking, and mobile internet user behavior data collection.

iResearch Consulting Group is responsible for the research analysis and data mining needed for providing independent research reports. iResearch will also evaluate and provide third-party results verification for Madhouse's advertising clients.

"The first project we executed with Madhouse was the 2008 Mobile Internet User Research Report that we recently released," said Henry Yang, President of iResearch Consulting Group, "Madhouse is recognized as the dominant leader in the industry among all other competitors thanks to its intelligent mobile ad serving technology and its massive mobile internet media coverage. iResearch is utilizing these resources to take the first and leading step in mobile internet research and producing high quality reports about this high-growth media sector for our clients."

About iResearch Consulting Group

iResearch Consulting Group is the first professional market research company in China that focuses on Internet media, E-commerce, Online games, wireless value-added and other new economic fields which relate to Internet industry. Offering market research and strategic consulting services to both new economic industry clients and traditional industry clients, we provide standard research reports and customized research of marketplace and consumer attitudes and behaviors. iResearch aims at being the leading research company in this Internet era—professional, accurate and independent.

About Madhouse Inc.

Madhouse is China's largest and most intelligent mobile advertising network and is headquartered in Shanghai with offices in Beijing and Guangzhou. The Madhouse team consists of more than 170 professionals. The company offers three key services:

MadServing™: A highly intelligent, fully-automated, in-house system that serves targeted ads to mobile websites and client media while providing detailed performance reports.

MadNetwork™: Composed of over 1,100 major publisher sites, MadNetwork is China's largest mobile advertising network and represents over 75% of total mobile internet traffic in China.

MadSolutions™: Innovative mobile marketing solutions and campaign management services such as mobile interactive messaging platforms, mobile website design and development, are tailored to maximize cross-media effectiveness and consumer interaction. Wireless applications include location-based SMS advertisements, bluecasting, and mobile 2-D barcode technology.

Madhouse is privately held and venture funded by TDF Capital, Gobi Ventures, and JAFCO Asia. Strategic investors include D2C Communications and Nokia.

For more information, visit Madhouse at <http://www.madhouse.cn>.

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亿动广告传媒 (Madhouse) 与艾瑞咨询集团建立紧密合作关系

上海 - 2008年9月8日 - 中国领先的无线广告网络运营商亿动广告传媒 (Madhouse) 近日宣布已与中国领先的专业研究咨询公司艾瑞咨询集团 (iResearch) 开展多方面的无线互联网研究合作, 这一合作旨在帮助广告主和投资机构了解中国无线互联网广告市场的最新动态, 为中国无线营销市场提供最为精准的监测和专业的研究, 全面推动无线营销在中国广告市场中的广泛应用。

今年年初, 亿动广告传媒 (Madhouse) 与艾瑞咨询集团签署了长达 3 年的独家合作协议, 协议内容包括对无线互联网用户行为的研究, 无线互联网网站流量和广告监测, 以及第三方的广告效果认证。

“作为无线营销行业的领导者, 我们有责任与跟多的同业和广告主分享我们的技术和经验, 共同繁荣这个新兴的市场。”亿动广告传媒 (Madhouse) 首席执行官马良骏表示, “借助艾瑞咨询集团在互联网媒体研究和无线增值等新经济领域的专业团队和研究经验, 我们将为这个行业发展提供更多更具影响力的数据产品和市场报告, 这将有助于加强广告主和投资人对中国无线营销事业的整体认知和信心。”根据协议, 亿动广告传媒 (Madhouse) 将负责双方合作项目的技术和无线互联网信息支持, 包括调研产品开发、无线互联网媒体流量和广告监测平台开发, 以及无线互联网用户行为数据收集。

艾瑞咨询集团则为合作项目提供数据监测、用户库筛选和数据分析等支持, 并据此出版独立的研究报告。此外, 艾瑞咨询集团将对由亿动广告传媒 (Madhouse) 自主开发的亿动无线广告系统 (MadServing) 上投放的广告效果进行全面监测和评估, 并为进行该广告投放的广告主出具第三方的广告效果认证报告。

“艾瑞咨询集团最新发布的《2008年中国手机网民手机上网行为调研报告》, 就是与亿动广告传媒 (Madhouse) 在无线互联网领域合作研究的第一个成果。”艾瑞咨询集团总裁杨伟庆透露, “在无线营销领域, 亿动广告传媒 (Madhouse) 的智能投放技术和广告网络覆盖率都远远领先于其他竞争对手。通过与亿动广告传媒 (Madhouse) 合作, 有利于我们在无线互联网市场研究方面获取先机, 在这一领域率先提供更多可量化的数据产品。”

关于艾瑞咨询集团

iResearch 艾瑞咨询集团是一家专注于网络媒体、电子商务、网络游戏、无线增值等新经济领域，深入研究和了解消费者行为，并为网络行业及传统行业客户提供数据产品服务和研究咨询服务的专业机构。

iResearch 艾瑞咨询集团秉承专业、严谨、客观的工作作风，专注于成为新经济领域的行业专家，服务延展到相关连续研究数据、研究咨询等领域。通过优质的研究咨询服务及可量化的数据产品，提高客户对中国新经济的认知水平、盈利能力和综合竞争力。艾瑞希望推动中国新经济行业的整体发展，目标发展成为新经济时代中国最优秀的专业研究咨询公司之一。

关于亿动广告传媒 (Madhouse)

亿动广告传媒 (Madhouse) 是中国最大最智能的移动广告网络，以领先的无线营销解决方案，通过整合广告主和无线互联网络资源，充分实现无线媒体的巨大能量。

亿动广告传媒 (Madhouse) 三大核心优势：

亿动无线广告系统 (MadServing™)：自主开发的高度智能无线广告系统，通过多重智能定向的无线广告精确投放和客观公正的无线广告效果监测报告，为广告主和媒体主提供最优化的无线广告解决方案。

亿动无线广告网络 (MadNetwork™)：中国规模最大的最智能的无线广告网络，已经成功覆盖中国超过 70% 的无线网络流量，与国内超过 1100 家主要门户和专业无线互联网站建立了合作关系。

亿动无线营销 (MadSolutions™)：为广告主和广告代理公司提供一站式的无线营销和无线广告管理服务，整合互动短信平台，手机网站建设，无线广告投放和监测，以及创新的无线营销技术如二维码及蓝牙运用，有效提高营销效果，促进消费者与品牌的有效互动。

更多信息请访问 www.madhouse.cn

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