



Breakthrough Digital Marketing

Ybrant Enters Mobile Marketing Services

Partners with LiveVana & Lepton Software

Launches a Location-Based Mobile Advertising Platform for Mobile Services Providers

World's first Mobile Advertising Platform with reach to widest audience over mass channels like SMS, IVR and USSD

Including premier publishing platforms like iPhone, Android, Blackberry, Windows Mobile, Symbian and J2ME.

Hyderabad, India, December 8, 2009: Ybrant Digital, the leading provider of digital marketing solutions, today announced its plans to introduce Location-Based Advertising (LBA) into its gamut of services. Towards this, the company is into a partnership with LiveVana Innovations & Lepton Software in launching a Location-Based Mobile Advertising Platform for Mobile Service Providers. The platform will enable a host of options for Mobile Service Providers and Advertisers including the ability to send advertisements & discount coupons to mobile subscribers, based on subscriber's location. Simultaneously, LiveVana & Lepton Software are in advanced stages of discussions with various Mobile Service Providers in India for deploying this platform.

“Location-Based Advertising (LBA) is a new form of advertising using location-tracking technology in mobile networks to target consumers with location-specific advertising on their mobile devices. Along Ybrant's growth, this is yet another breakthrough. This platform will enable a host of options for Mobile Service Providers and Advertisers; will also empower big & small brands to target the consumers in all segments effectively, using mobile medium and the location of mobile subscribers. With the estimation of mobile marketing in Asia-Pacific region to see an accelerating growth of \$7.7 billion (and more than \$16 billion globally) by 2011, this partnership is our best opportunity to power Ybrant's soon-to-come local-search initiative for India.” said Suresh Reddy, Chairman & CEO of Ybrant Digital.

“The Mobile Operators are looking at Innovative VAS including rich-content and information services. With this partnership with Ybrant Digital, Lepton Maps is ideally positioned to provide both static and dynamic content to mobile subscribers.” says Dr. Rajeev Saraf, CEO of Lepton Maps.

“Use of consumer’s location for targeted advertising is missing on Web, TV & other traditional media. Our platform provides advertisers a medium to deliver targeted ads to consumers using their current location, leading to a better ROI in campaigns.” says Mandeep Singh, CEO of LiveVana Innovations.

About Ybrant Digital

Ybrant Digital offers Digital Marketing solutions to Businesses, Agencies, and Online Publishers worldwide.

With over 20 billion impressions a month, our Network serves leading brands such as Cisco, SAP, Intel, Dell, HP, Porsche, Renault, Ford, Jaguar, Land Rover, Toyota, Sony, Nokia, Sony Ericsson, Blackberry, British Airways, Air France, EasyJet, Lufthansa, ING, HSBC, Adidas, GAP Jeans, Reebok, Pepsi, Sprite, Snickers, Red Bull, Nestle, Saxo, Hotels.com, Ask.com, Expedia, Gillette, Phillips, MacAfee, UPS, Fujitsu, MTV, and M&M.

Ybrant partners with some of the prominent online publishers such as MSN, Yahoo!, Viacom, United Online, Fox News, Bebo.com, Media Traffic, Rubicon, Gorilla Nation, Photobucket, Mobile Vision, hi5 Networks, Inc. ODNOKLASSNIKI.RU, Rhapsody, Rollingstone, Listen, Film, Real Guide, Real Games, Real and LillyLikes.

We have direct access to over 100 top Ad Agencies such as OMD, Universal Media, Mediaedge, Starcom, McCann, Zed Media, Carat, MediaCom, Group M, Quasar, Razorfish, Mindshare, Maxus, OmniCom and Oglivy spread across Europe, the Americas and Asia. This makes Ybrant a Network of choice for the online publishing community to maximize their revenue potential.

Our Technology platforms help leverage the full capabilities of Digital Media, which enable businesses to reach out to the right audience with the right offer.

Ybrant Digital has a global presence, with offices in 16 countries including North America, Argentina, Chile, Uruguay, Mexico, UK, France, Germany, Serbia, Israel, India and Australia, and representatives in Scandinavia, Poland, Italy and Greece.
www.ybrantdigital.com

About LiveVana

LiveVana Innovations is the leading provider of end-to-end mobile Location-Based Services to Mobile Operators, including Location Determination Technology, Middleware and Applications. The company has a rich set of Applications for mass

channels (SMS, IVR, USSD) & all premier device platforms including iPhone, Android, Windows, Blackberry, Symbian and J2ME. LiveVana's Applications power Mobile Service Providers to extend richer user experience to mobile subscribers.

www.livevana.com

About Lepton Software

Lepton Software is the leading provider of digital map & location content in India. The company has a diverse set of customers including Airtel, Vodafone, BSNL, Idea, Dialog, Ericsson, Motorola, Huawei, ZTE among others. Lepton Maps is integrating Ybrant extensive database of advertisements, promotions & coupons into its maps, and will offer the same as dynamic content to Mobile Service Providers, looking to offer Location-Based Advertising. Lepton Maps will also power Ybrant's soon-to-come local-search initiative with its industry leading maps and mapping technology.

www.leptonmaps.com

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Note: This press release contains statements that are forward-looking within the meaning of applicable laws and are based on Ybrant's current expectations and assumptions as of this date. Ybrant Digital undertakes no obligation to update or revise any forward-looking statement whether the result of new developments or otherwise. These statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated.