

June 22, 2016



## Digital Turbine Named Top Provider for Bouygues Telecom Mobile App Campaigns

Austin, TX – June 22, 2016 – [Digital Turbine, Inc. \(Nasdaq: APPS\)](#), a global mobile platform company, today announced an agreement with Bouygues Telecom, a leading French operator with more than 12 million mobile subscribers. Under the terms of the agreement, Digital Turbine will provide and manage Bouygues Telecom mobile app and home screen campaigns. The partnership began in June.

“Mobile operators can more effectively deliver a relevant suite of app campaigns to their end customers by leveraging our [advertising network](#) and exclusive partnerships with top mobile ad agencies,” said Bill Stone, CEO of Digital Turbine. “Saving precious time and resources for carriers, our proprietary app recommendation engine, AppSource, employs data science to optimize and track mobile advertising campaigns. We are excited to partner with Bouygues Telecom to help deliver impactful campaigns that promote a higher level of user engagement.”

As the leading independent [mobile user acquisition network](#), Digital Turbine has driven more than 150 million app installs globally. Digital Turbine’s mobile software platform consists of a suite of APIs that enables mobile publishers and OEMs to tap into their proprietary campaign server for monetization opportunities. Digital Turbine Media provides unique and exclusive ad inventory through its Advertising Partnership Program which connects leading advertising agencies with premier homescreen access to some of the largest mobile operator networks around the world.

For more information, visit [www.digitalturbine.com](http://www.digitalturbine.com).

### About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, device OEMs, app advertisers and publishers, that enable efficient user acquisition, app management and monetization opportunities. The company’s products include Ignite™, a mobile device management solution with targeted app distribution capabilities, Discover™, a customized user experience and app discovery tool, Marketplace™, an application and content store, and Pay™, a content management and mobile payment solution. Digital Turbine Media encompasses a leading independent user acquisition network as well as an advertiser solution for unique and exclusive carrier inventory. Digital Turbine has delivered more than 150 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine’s solutions each month across more than 30 global operators. The company is

headquartered in Austin, Texas with global offices in Durham, Berlin, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter at [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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