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Digital Turbine Enters Agreement with InfoSonics to Provide App Delivery and Recommendations

OEM Will Leverage DT Ignite™ to Connect The Right App to the Right Person at the Right Time

AUSTIN, Texas, Jan. 12, 2016 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS) today announced an agreement with [InfoSonics Corporation](#), a San Diego-based designer, manufacturer and provider of wireless handsets and tablets to provide app delivery and recommendations using [Digital Turbine's Ignite](#) solution for its Android devices. Additionally, InfoSonics verykool® app recommendations will be powered by Digital Turbine's AppSource engine, a proprietary Digital Turbine technology.

"Providing our customers exceptional value and relevant app recommendations is an important component in building user engagement and interaction with our devices," said Joseph Ram, InfoSonics president and CEO. "Digital Turbine's Ignite solution opens additional revenue streams and enables us to more efficiently deliver apps and recommendations, saving our company time and resources."

"Partnering with InfoSonics opens new OEM doors and highlights Ignite's robust application as we continue to expand our Ignite distribution beyond mobile operators and build our global reach," said Bill Stone, CEO of Digital Turbine. "We are well positioned for macro trends in bring-your-own-device (BYOD) and SIM card market segments. We are pleased to partner with InfoSonics to deliver great value and the right app, to the right customer at the right time all around the world."

About DT Ignite

[Ignite](#) is a complete application management solution that enables mobile operators to efficiently manage and monetize content opportunities. Ignite is highly flexible and streamlines app delivery for mobile operators saving time and resources. Advanced statistical capabilities provide information to better understand user preferences and enable performance-based advertising.

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 130 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 20 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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