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Digital Turbine Introduces App Delivery with SIM Activation Solutions for Android & Apple iOS to Debut with Indonesian Telecom Brand, AXIS

AUSTIN, Texas, March 29, 2016 /PRNewswire/ --[Digital Turbine, Inc.](#) (Nasdaq: APPS), today announced the launch of Ignite Direct, a unique SIM-activated version of its dynamic app delivery platform. Mobile operators and OEMs can now reach beyond new devices for app delivery to existing, on-market devices through USSD, installed applications and other activation methods. Ignite Direct will debut across AXIS' smart devices, beginning with Android. AXIS is a brand of XL Axiata, a major cellular provider based in Indonesia.

By offering Ignite Direct, Digital Turbine is empowering mobile operators and OEMs with a new way to reach current subscribers with relevant apps and other notifications. The ability for a mobile operator and OEM to reach their customer base is strategically important in emerging markets where the majority of devices are sold through resellers instead of direct from mobile operators.

"With the growing global trend of Bring Your Own Device (BYOD) we are providing a new solution that aligns with our strategy to deliver the right app to the right customer with the right technology that meets the market need," said Bill Stone, CEO, Digital Turbine. "Giving our partners like AXIS the ability to reach existing customers further solidifies our set strategy and place in the market."

Ignite Direct increases monetization opportunities for operators improving communication with customers throughout the lifecycle of the device. For customers it optimizes discovery of the apps they need through a natural, easy user experience.

"We are constantly looking at new ways to innovate, reward loyalty and reach out to our customer base. One of our goals at AXIS is to offer targeted applications and recommendations to our customers, in order to increase engagement and generate additional revenue monetization opportunities," said Rob Langton, Head of Product Development, AXIS. "We need a solution that is flexible and enables us to reach our subscribers via methods other than preinstalling on a device at the factory. With Digital Turbine's new solution, we'll be able to have instant access to market without any OEM manufacturing process."

AXIS will be the first to partner with Digital Turbine for the in-app recommendation solution. Android version applications can be delivered directly or through Google Play. For more information, please visit www.digitalturbine.com.

To request an Ignite demo visit <http://www.digitalturbine.com/products/ignite/>

Unstructured Supplementary Service Data (USSD) is a protocol used by [GSM](#) cellular telephones to communicate with the service provider's computers. USSD can be used for [WAP](#) browsing, prepaid callback service, mobile-money services, location-based content services, menu-based information services, and as part of configuring the phone on the network.

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. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter at [@DigitalTurbine](#).

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About PT XL Axiata Tbk

PT XL Axiata Tbk. is one of the major cellular providers in Indonesia. PT XL Axiata Tbk. is (66.4%) owned by Axiata Group Berhad through Axiata Investments (Indonesia) Sdn Bhd and public (33.6%), and is part of Axiata Group ("Group"). The Group's mobile subsidiaries and associates operate under the brand name 'Celcom' in Malaysia, 'Dialog' in Sri Lanka, 'Robi' in Bangladesh, 'Smart' in Cambodia, 'Idea' in India and 'M1' in Singapore.

For further information, please contact: Turina Farouk
Vice President Corporate Communications XL
Tel: 628170108000
Email: TURINAF@xl.co.id

For more Digital Turbine information, contact:

Fusion Public Relations
dt@fusionpr.com

Investor relations contact:

Carolyn Capaccio/Sanjay M. Hurry
LHA
(212) 838-3777
digitalturbine@lhai.com

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