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Digital Turbine to Extend Amazon Shopping App Reach in India and Mexico

AUSTIN, Texas, May 31, 2016 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), a global mobile software company working to deliver the right app to the right person at the right time, will provide app distribution services for the Amazon shopping app in India and Mexico, making it even easier for customers in those countries to discover and download the award-winning app.

Amazon will leverage Digital Turbine's recommendation technology, including [dynamic preloads](#), install [retargeting and push notifications](#). With these features, customers have the greater convenience of the app already on their device, eliminating unnecessary download time, and the option to have alerts that keep them posted on deals and shipping.

"Due to global fragmentation of mobile operators and OEMs, major brands are looking to extend their reach across developing markets like Latin America and India," said Bill Stone, CEO of Digital Turbine. "Our holistic approach to acquiring and engaging app users, coupled with the investments we have made to expand our global footprint and increase mobile operator and OEM partnerships, is attracting premium companies as they look to expand into new markets, and solidify their app user bases."

For more information, visit 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 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](#).

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