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Digital Turbine Announces New Partnerships with Top Ad Agencies

Expanded DT Media Distribution Reach Delivers Additional Branded Apps to Consumers

AUSTIN, Texas, Nov. 23, 2015 /PRNewswire/ -- Digital Turbine, Inc. (Nasdaq: APPS) today announced expanded partnerships with top advertising agencies including WPP, Grow Mobile, M&C Saatchi, AOL, Denstu, and Fiksu ahead of the busy holiday season. Partner agencies represent top brands such as Marriott, Starbucks, eBay, Orbitz, Ikea, Zillow and Walgreens and many others. Strong demand from top brands corresponds with the expansion of Digital Turbine's available app placements from mobile operators in advance of the holidays.

The ongoing shift of digital advertising spend to mobile is narrowing the \$25 billion gap between percentage of ad spend and percentage of time spent on mobile compared to traditional media channels¹ as brands continue to recognize the growing importance of mobile applications. End customers are increasingly turning to their smartphones for a growing number of applications from research, shopping, socializing and even delivery of their favorite products. Without a mobile presence, brands may lose out on an opportunity to meet their users directly where they are, the mobile phone.

"We've seen demand for app placements expand well beyond traditional developers and games. Top brands from travel to retail are looking for ways to expand their reach to their customers through branded apps and homescreen placements. Together our goal is to deliver the right app to the right customer at the right time," said Bill Stone, CEO of Digital Turbine. "By partnering with leading ad agencies we exponentially expand our relationships with leading brands to fill the recent expansion of available app placements across all our North American mobile operator partners ahead of the busy holiday season. As the advertising industry continues to shift ad spend to mobile, we are well-positioned to capitalize on this market trend."

About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, app advertisers, device OEMs and other third parties to enable them to effectively monetize mobile content and acquire higher value users. The company's products include DT Ignite™, a mobile device management solution with targeted app distribution capabilities, DT IQ™, a customized user experience and app discovery tool, DT Marketplace™, an application and content store, and DT Pay™, a content management and mobile payment solution. Offerings also include DT Media, an

advertiser solution for unique and exclusive carrier inventory, and Appia, a leading worldwide mobile user acquisition network. Digital Turbine has delivered more than 100 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, 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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For more information, contact:

Carolyn Capaccio/Sanjay M. Hurry

LHA

(212) 838-3777

digitalturbine@lhai.com

Reference:

- 1) Mary Meeker, Internet Trends 2015, Code Conference, slide 16, May 27, 2015, <http://www.kpcb.com/internet-trends>

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