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Brightstar To Promote Digital Turbine's Technology Platforms Globally

Platforms Covered in the Agreement Span Android & iOS Devices To Provide Value-Added Services

AUSTIN, Texas and MIAMI, Aug. 23, 2016 /PRNewswire/ -- [Digital Turbine, Inc. \(Nasdaq: APPS\)](#), a global mobile platform company, and [Brightstar Corp.](#), a world leader in managing mobile devices across the wireless ecosystem, today announced a global, multi-year agreement to provide value-added services to carriers and OEMs. Under the terms of the agreement, Brightstar may deploy Digital Turbine's full suite of technology platforms, including [Ignite™](#), [Marketplace™](#), and [Pay™](#), across targeted market segments. Implementation is expected to begin in the second half of 2016.

"Discovering new ways to enhance customer value is a top priority of ours," said Nara Kim, Head of Mobile Digital Solutions at Brightstar. "Digital Turbine's technology platforms enable us to provide more value-added services that create new revenue streams for our mobile operator and OEM partners. Operating at the convergence of mobile and media, we are pleased to work with Digital Turbine at the forefront of mobile monetization solutions."

"Our end-to-end mobile platforms connect the dots between Operators, OEMs, and Advertisers, enabling monetization across devices and throughout the lifecycle," said Bill Stone, CEO of Digital Turbine. "We are very excited to partner with Brightstar, an innovative leader with about 200 operator and MVNO partners globally. We offer an efficient way to monetize devices while providing end customers a more engaging user experience. Together with Brightstar, we can bring a new level of targeting capabilities and value added services to mobile operators and OEMs around the world."

For more information, visit www.digitalturbine.com.

About Brightstar

Brightstar, a subsidiary of SoftBank Group Corp., is a leading provider of B2B services to mobile manufacturers, operators, retailers, and enterprises. With more than 50,000 customers in about 100 countries across six continents, Brightstar is firmly positioned at the center of the wireless ecosystem®. Brightstar touches almost every aspect of a mobile device somewhere in its lifecycle, by providing innovative services that can be seamlessly integrated across customer mobile value chains. Brightstar reported global net revenues of approximately \$12.1 billion in 2015. For more information, please visit www.Brightstar.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, 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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