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Digital Turbine Brings Ignite Solution to AT&T for App Discovery Across Android Devices

AUSTIN, Texas, Nov. 5, 2015 /PRNewswire/ --[Digital Turbine, Inc.](#) (Nasdaq: APPS), the company empowering mobile operators and Original Equipment Manufacturers ("OEMs") around the globe with end-to-end mobile solutions, today announced a multi-year agreement with AT&T to utilize DT Ignite for improved app discovery across select Android devices.

"We are excited to work with AT&T on this launch and extend our footprint across the North American wireless market," said Bill Stone, CEO, Digital Turbine. "Ignite simplifies the app delivery process for mobile operators and features a new startup wizard that provides end users options and access to more relevant and up-to-date apps and recommendations. Our goal is to create engaging user experiences by delivering the right app to the right device at the right time, all around the world."

[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 statistic 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, 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](#).

For more information, contact:

Carolyn Capaccio/Sanjay M. Hurry

LHA
(212) 838-3777
digitalturbine@lhai.com

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