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Digital Turbine Expands Relationship with Smart Communications

-- Philippines' Largest Mobile Network with Over 69M Subscribers to Expand Digital Turbine Solution Integration --

AUSTIN, Texas, Feb. 23, 2015 /PRNewswire/ -- Digital Turbine (Nasdaq: APPS), a leading provider of mobile technology solutions, announced today that it has expanded its solution offering with Smart Communications, Inc. (Smart) for the deployment of Digital Turbine IQ™ and Digital Turbine Marketplace™ to distribute EA Mobile Games and Applications. This multi-year agreement will provide content, games and application delivery to the more than 69 million combined subscribers of Smart and Digitel Mobile Philippines Inc. (DMPI) branded Sun Cellular, both wireless units of PLDT (NYSE: PHI, PSE: TEL). The program is expected to launch within the next 90 days.

"We are excited to officially announce the expansion of our relationship with Smart Communications and Digitel Mobile Philippines Inc. through the addition of Digital Turbine IQ™ and Digital Turbine Marketplace™ as well as the existing Digital Turbine Pay product to their subscribers," said Bill Stone, Chief Executive Officer of Digital Turbine. "IQ & Marketplace will allow Smart Communications to deliver relevant, targeted content delivery to their subscriber base including games and applications. This deepened integration will allow more effective monetization solutions on current and new revenue while creating a cohesive content experience for their subscribers."

Digital Turbine IQ offers an easy way to search and organize apps and games across categories while providing relevant recommendations based on a subscribers current content usage. This added feature to Smart's subscriber base will provide smarter organization, better search capabilities, and more seamless downloads.

Digital Turbine Marketplace is a robust application and content store that can be deployed by both OEMs and Carriers to provide rich marketplace experiences in driving discovery of apps, games and music. Smart Communications will deploy Marketplace to their subscriber base for all games, content and apps.

"We believe that Digital Turbine IQ™ will allow us to provide a more meaningful and relevant content user experience," said Mellissa Limcaoco, First Vice President of Smart. "As our subscribers are discovering more digital content, we want to provide our users with the best experience and most value."

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 and other third parties to enable them to effectively monetize mobile content. 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. Headquartered in Austin, Texas with global offices in Berlin, Singapore, Sydney and Tel Aviv, Digital Turbine's solutions are used by more than 31 million customers each month across more than 20 global operators. For additional information, visit www.digitalturbine.com.

About Smart Communications, Inc. (Smart)

Smart Communications, Inc. (Smart) is the Philippines' leading wireless services provider with 69 million subscribers on its GSM network as of end-September 2014. Smart has built a reputation for innovation, having introduced world-first wireless offerings such as Smart Money, Smart Load, Smart Padala, and the Netphone. Smart offers 3G, HSPA+, and LTE services, while its satellite service Smart Link provides communications to the global maritime industry. Smart Broadband, Inc., a wholly-owned subsidiary, offers a wireless broadband service, Smart Broadband, with over 2 million subscribers. Smart is a wholly owned subsidiary of the Philippines' leading telecommunications carrier, the Philippine Long Distance Telephone Company.

Forward-Looking Statements

Statements in this news release concerning future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events, including statements about timing of the company's launch in Slovakia with Deutsche Telecom and its ability to launch in additional markets are forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those expressed or implied by such statements. These factors include the inherent and deal-specific challenges in converting discussions with carriers and other business partners into actual contractual relationships, product acceptance new products such as the DT product suite in a competitive marketplace, the potential for unforeseen or underestimated cash requirements or liabilities, the company's ability as a smaller company to manage international operations, varying and often unpredictable levels of orders, the challenges inherent in technology development necessary to maintain the company's competitive advantage such as adherence to release schedules and the costs and time required for finalization and gaining market acceptance of new products, changes in economic conditions and market demand, rapid and complex changes occurring in the mobile marketplace, pricing and other activities by competitors, and other risks including those described from time to time in Mandalay Digital Group's filings on Forms 10-K and 10-Q with the Securities and Exchange Commission (SEC), press releases and other communications.

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