

April 13, 2015



Digital Turbine Launches Ignite™ Globally Across Four new Android Devices

Devices Include Samsung Galaxy S6 and S6 Edge, LG Spirit, and HTC One M9

AUSTIN, Texas, April 13, 2015 /PRNewswire/ -- Digital Turbine, Inc. (Nasdaq: APPS), the company empowering operators and Original Equipment Manufacturers (OEMs) around the globe with end-to-end mobile solutions, today announced the availability of Ignite™, the Company's mobile device management solution with targeted app distribution capabilities, across the following customers and devices:

Samsung Galaxy S6 and S6 Edge:

- Verizon Wireless, US Cellular, Cellcom Israel, Globe Philippines, and Vodafone Australia

HTC One M9:

- Verizon Wireless

LG Spirit (C70 or Logos):

- US Cellular, Cellcom Israel, Vodafone Australia

Ignite™, Digital Turbine's mobile device management solution with targeted app distribution capabilities, provides better-targeted app discovery for end users. Partnering with many of the major carriers across the newest devices, Ignite will allow for a seamless user experience that provides relevant and engaging app delivery.

"The inclusion of Ignite™ on these four highly anticipated device launches reflects a growing realization by mobile operators that our solution enables them to make it easier to manage and deliver the apps that are installed on their devices while also providing the end-user with a richer app experience," said Bill Stone, CEO of Digital Turbine. "These and additional device and operator launches for Ignite™ planned for this fiscal year underscore our confidence in the growing strength of our strategy to enable operators, OEM's, and other third parties to monetize mobile applications."

Ignite launching across these devices provides an opportunity for app advertisers to drive valuable user acquisition. Global brands can take advantage of unique real estate on the

latest devices in a scalable way. "Being able to deliver our apps to the right market at the right time has been invaluable. We have the ability to target users on a global scale across the most popular and latest devices," said Sumee Oh, Director of Marketing at SGN (Social Gaming Network). "We are excited to be a part of this app discovery ecosystem."

About Digital Turbine, Inc.

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 user acquisition. 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, 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. Headquartered in Austin, Texas with global offices in Durham, Berlin, Singapore, Sydney and Tel Aviv. For additional information visit www.digitalturbine.com or connect with Digital Turbine on Twitter at [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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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