

**Greystripe
Mobile Advertising Insights Report:
The iPhone Mom
Q3 2009**

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Summary

During the third quarter of 2009, Greystripe did an in-depth exploration of our iPhone users, focusing again on the “iPhone Mom”. In the past, this has not been a group that advertisers could readily reach through mobile applications as they tended to be late adopters. However, the iPhone has greatly altered the mobile application user demographic and many new demographics can be reached through in-application mobile advertising. For example, the iPhone Mom is now a common and active mobile application user. This demographic is particularly interesting to advertisers as iPhone Moms are the dominant purchasing decision makers for households with several consumers. This report looks at both the demographics of the iPhone Mom and how she uses her iPhone for day to day tasks like shopping.

We also examined the differences between the iPhone and the iPod touch user. We offer targeting to our advertisers based on age, gender, location, and device; and while advertisers already have a strong understanding of when they want to use the age, gender, and location targeting, targeting by device is not as well understood. In order to take full advantage of device targeting, we continue to collect specific audience information about iPhone versus iPod touch users which is included in this report.

And, as always, we continue to closely monitor our users and study how they interact with our rich media advertising formats. Greystripe believes understanding the mobile audience is key to the future of the mobile advertising industry. In order to continue to grow the free, ad-supported model in mobile, advertisers need the same key audience and engagement metrics that have been applied to other mediums. These benchmarks create successful campaigns which in turn drive a long term commitment to mobile advertising. As the leading rich media and brand mobile advertising network, Greystripe is committed to providing ongoing data to the mobile industry and to advertisers about users of free mobile content.

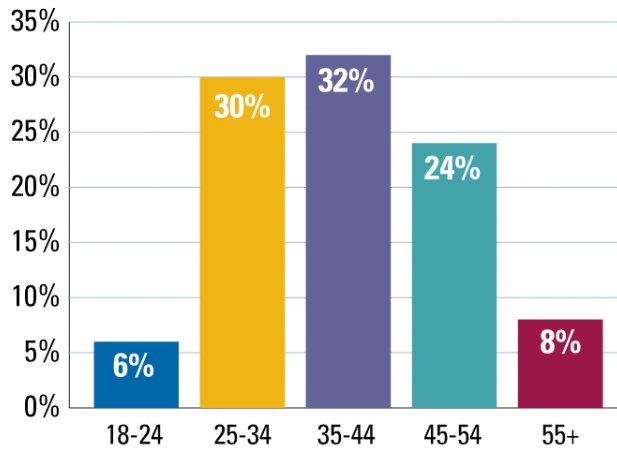
The Data

This report is based on data gathered from Greystripe users during the third quarter of 2009 (July 1 through September 31). Statistics are based on surveys run in our network during this time period. The sample size is specified for each of these questions. All of the surveys were conducted internally this quarter. Unless otherwise stated, all data is based on our U.S. iPhone and iPod user base.

Who is the iPhone Mom?

AGE

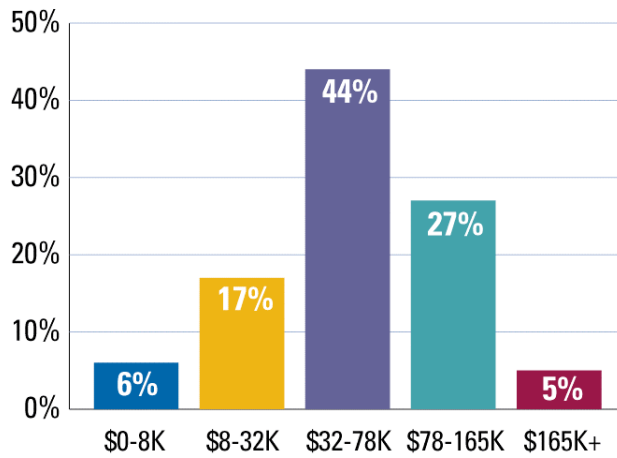
86% of iPhone Moms are between 25 and 54.



September 2009, n=279
Greystripe US iPhone/iPod touch audience

HOUSEHOLD INCOME

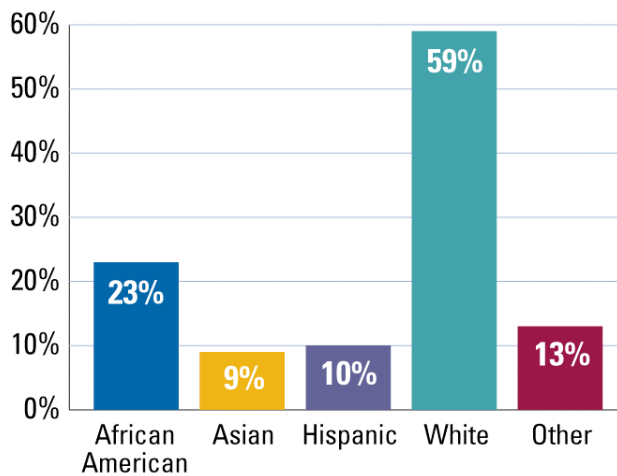
71% of iPhone Moms have household incomes between \$32,000 and \$165,000.



September 2009, n=279
Greystripe US iPhone/iPod touch audience

RACE

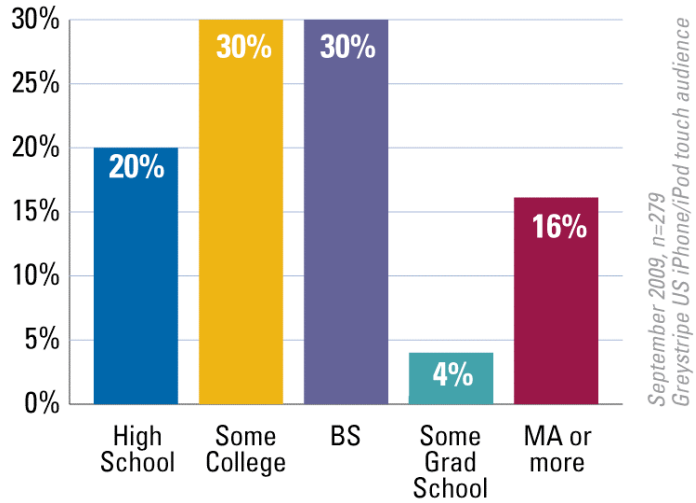
iPhone Moms are 7% more likely to be African American than the rest of the iPhone user base, but 5% less likely to be Hispanic.



September 2009, n=279
Greystripe US iPhone/iPod touch audience

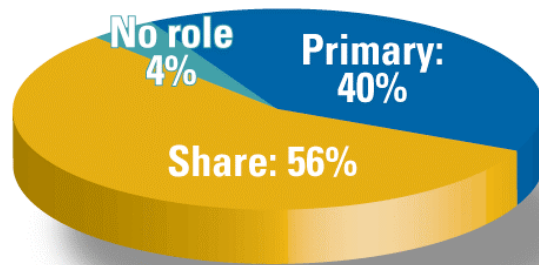
EDUCATION

80% of iPhone Moms have attended at least some college with 4% more receiving a Graduate degree than the rest of the iPhone user base.



PURCHASING DECISIONS

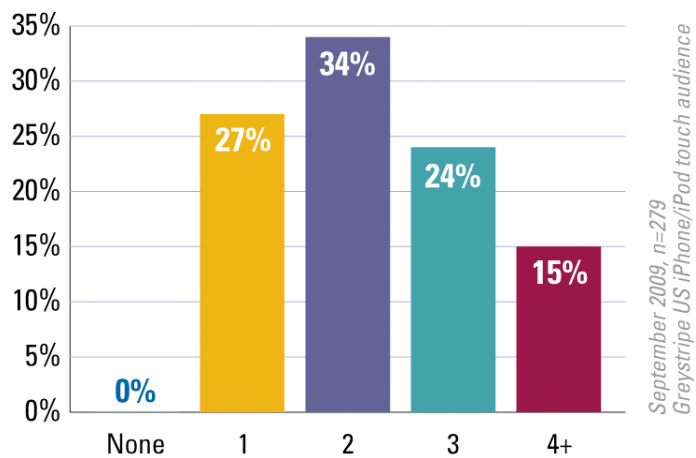
96% of iPhone moms are involved in their household purchasing decisions, with 40% being the sole decision maker.



Greystripe US iPhone/iPod touch audience, 9/09, n=279

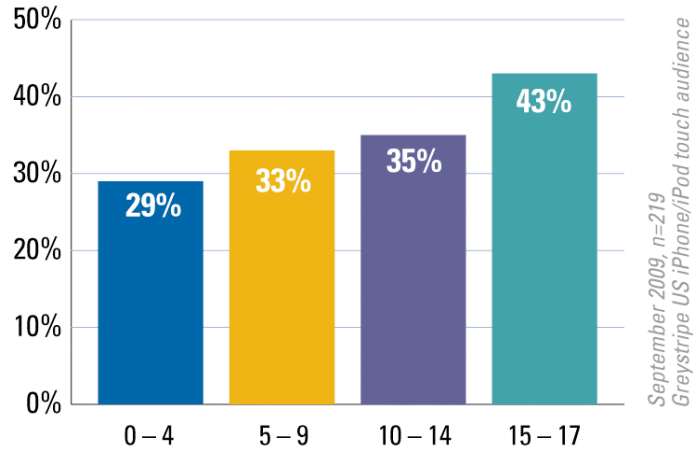
NUMBER OF CHILDREN

The iPhone Mom has children of all ages.



AGES OF CHILDREN

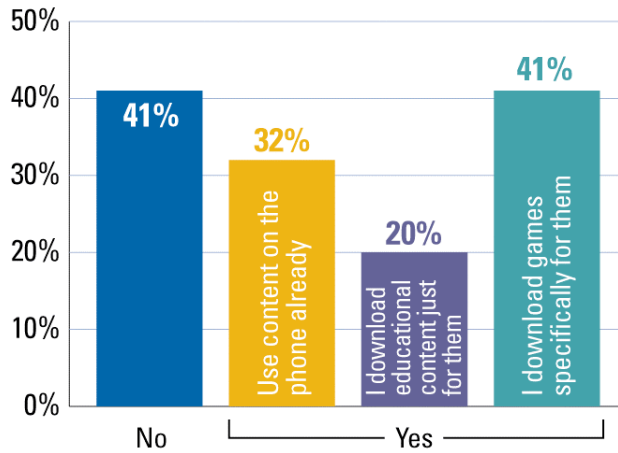
The iPhone mom has children of all ages, though they skew slightly older.



How Does the iPhone Mom Use Her Phone?

DO HER CHILDREN USE HER PHONE?

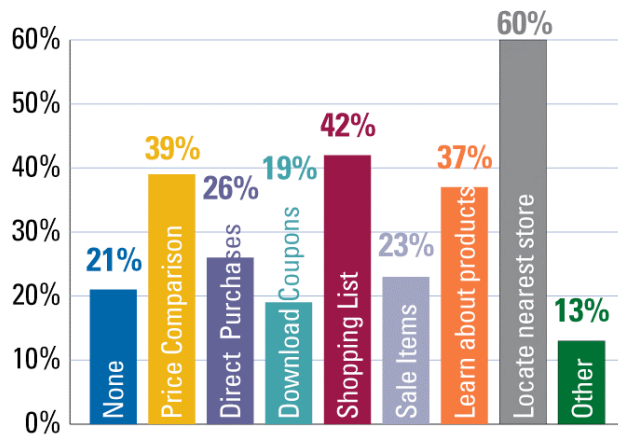
59% of iPhone moms let their kids use their phone.



September 2009, n=219
Greystripe US iPhone/iPod touch audience

WHAT ROLE DOES THE PHONE PLAY IN SHOPPING?

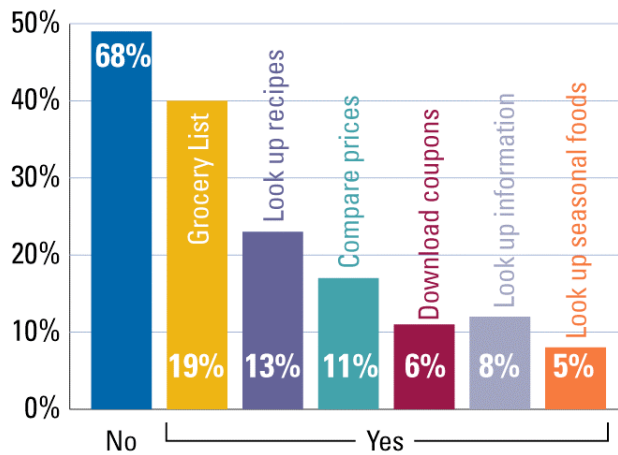
79% of iPhone moms use their phone for shopping related activities, including 60% who use their iPhone to locate the nearest store.



September 2009, n=279
Greystripe US iPhone/iPod touch audience

DOES SHE USE HER PHONE AT THE GROCERY STORE?

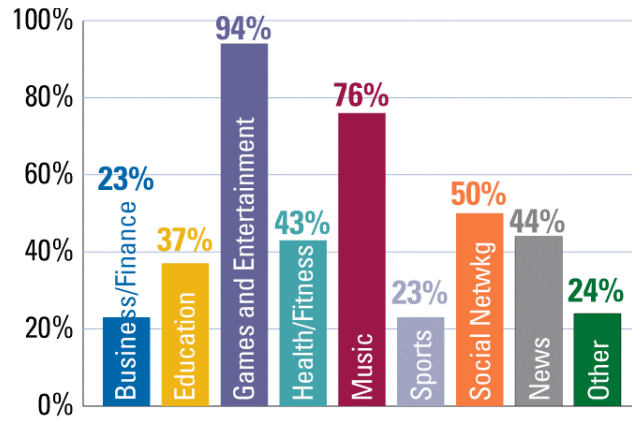
42% of iPhone moms use their phone at the grocery store, with keeping track of the grocery shopping list being the most common activity.



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Greystripe US iPhone/iPod touch audience

WHAT TYPES OF APPS DOES SHE DOWNLOAD?

The iPhone mom downloads many types of apps, but games and entertainment apps are the most popular with 94% downloading apps in this genre.

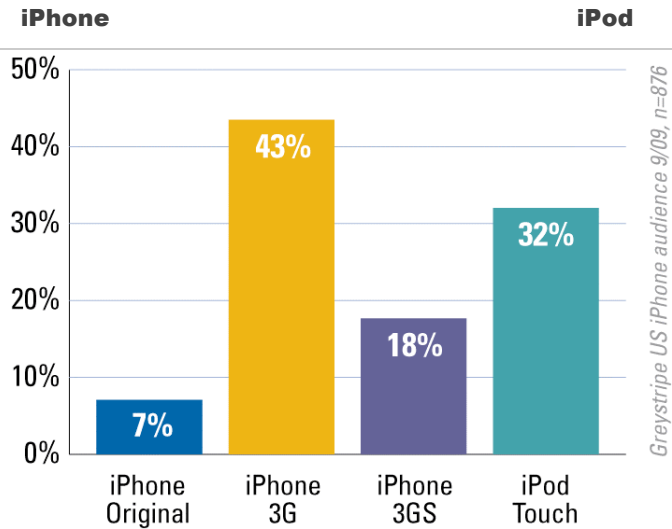


September 2009, n=279
Greystripe US iPhone/iPod touch audience

Consumer Demographics: iPhone and iPod Touch Users

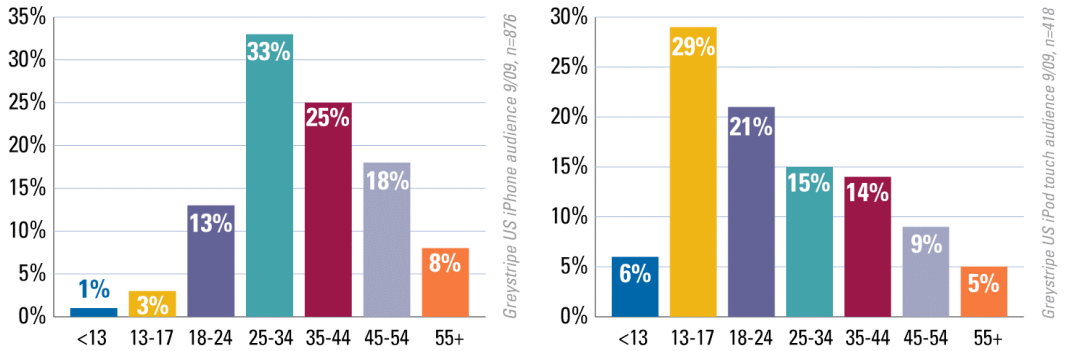
DEVICE BREAKDOWN

68% of our audience uses the iPhone, while 32% use the iPod touch.



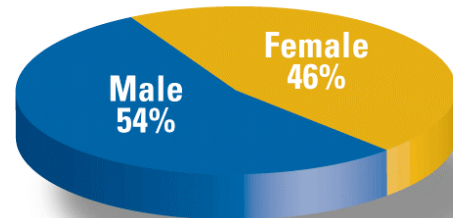
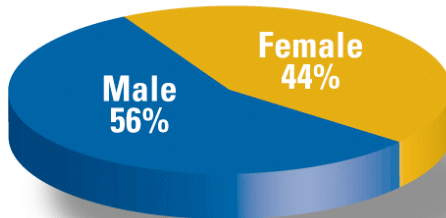
AGE BREAKDOWN

iPod touch users skew younger with 56% below the age of 25, compared to 17% of iPhone users.



GENDER DISTRIBUTION

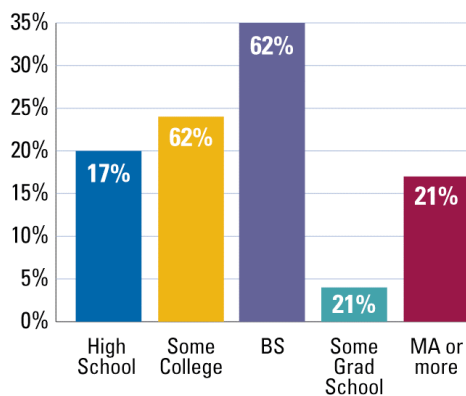
Both devices have an attractive balance of male vs female users.



EDUCATION LEVEL

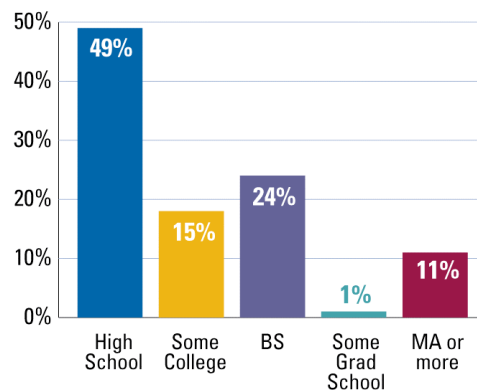
iPhone users tend to be more educated with only 17% having never (or not yet) attended college, compare to almost half of iPod Touch users.

iPhone



Greystripe US iPhone audience 9/09, n=876

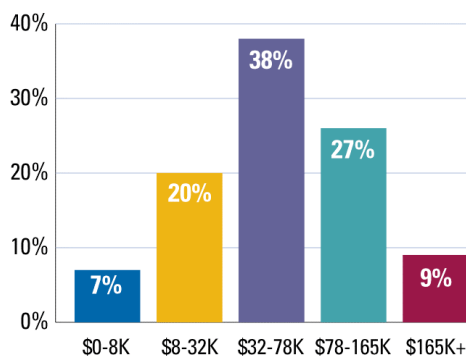
iPod



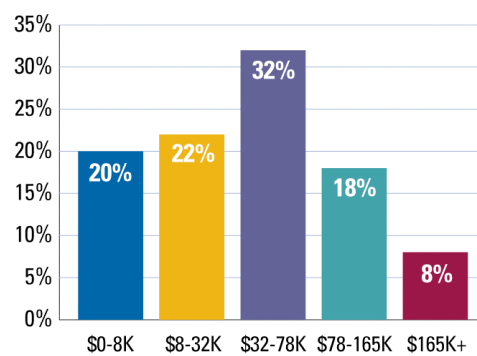
Greystripe US iPod touch audience 9/09, n=418

INCOME LEVEL

iPhone users tend to have a slightly higher income than iPod touch users.



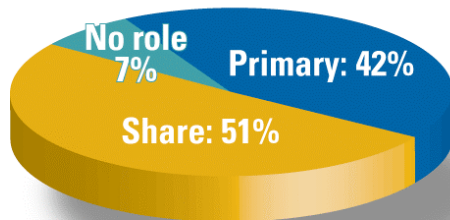
Greystripe US iPhone audience 9/09, n=876



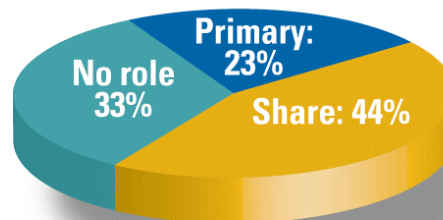
Greystripe US iPod touch audience 9/09, n=418

PURCHASING DECISION MAKER

iPhone users are 26% more likely to be involved in household purchasing decisions than iPod Touch users.



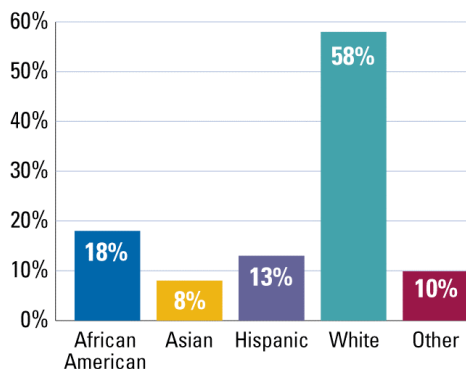
Greystripe US iPhone audience 9/09, n=876



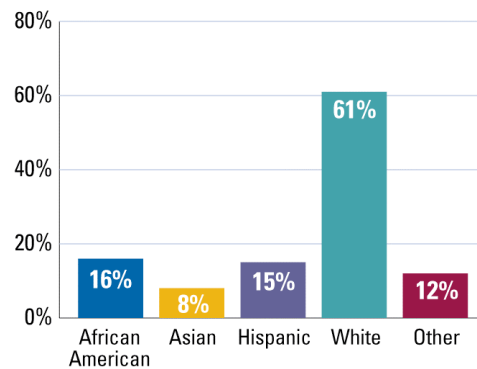
Greystripe US iPod touch audience 9/09, n=418

RACE

iPhone and iPod Touch users have a similar breakdown by race.



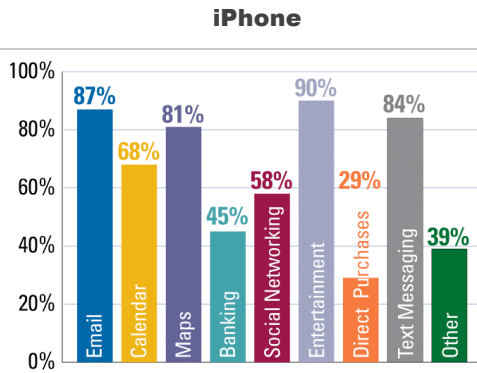
Greystripe US iPhone audience 9/09, n=876



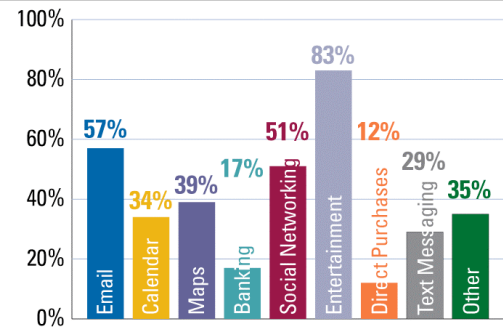
Greystripe US iPod touch audience 9/09, n=418

WHAT IS IPHONE USED FOR

Entertainment activities are the most common among both iPhone and iPod Touch users.

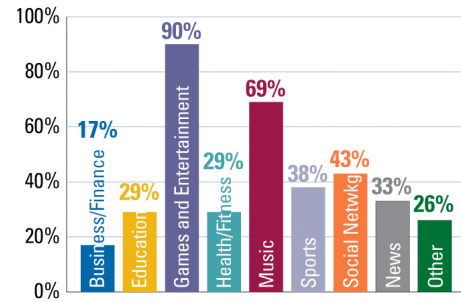
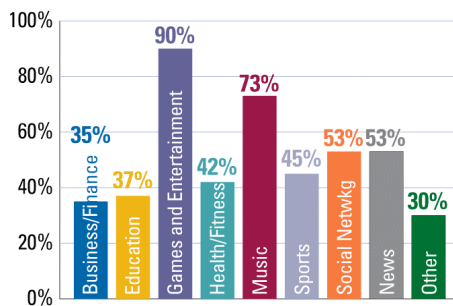


iPod



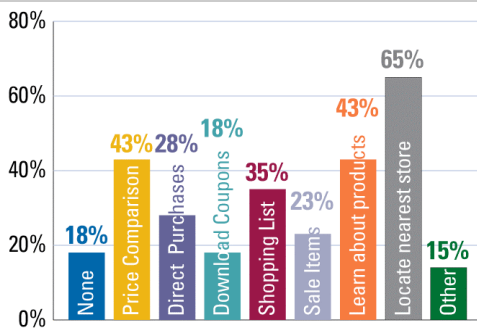
TYPE OF APPS DOWNLOADED

Games and entertainment apps are the most downloaded category on both devices.

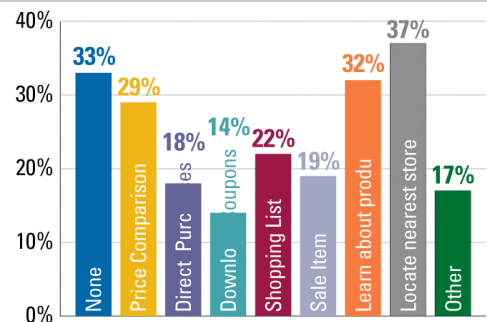


WHAT ROLE DOES THE IPHONE PLAY IN SHOPPING

iPhone users are 15% more likely to use their device for shopping related activities.



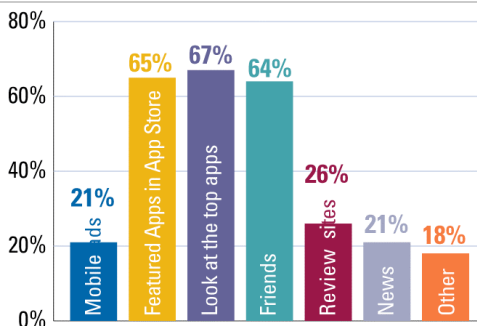
Greystripe US iPhone audience 9/09, n=876



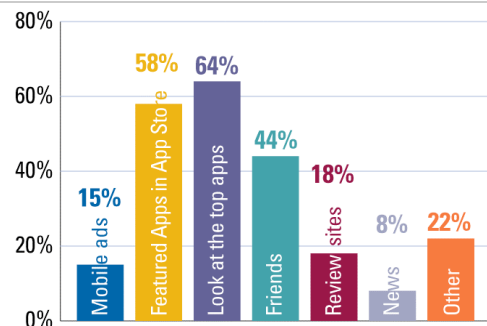
Greystripe US iPod touch audience 9/09, n=418

HOW DO THEY LEARN ABOUT APPS TO DOWNLOAD

Both user bases learn about new apps from a variety of sources.



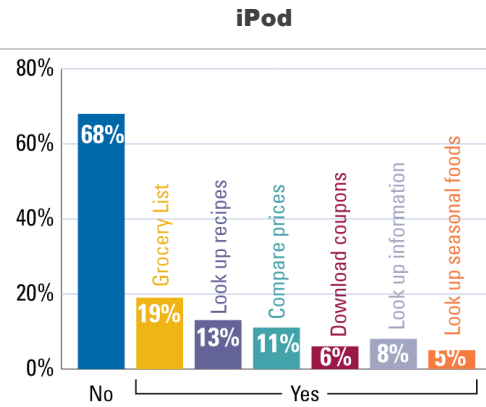
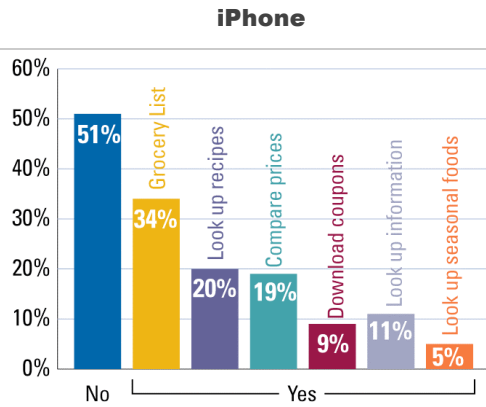
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Greystripe US iPod touch audience 9/09, n=418

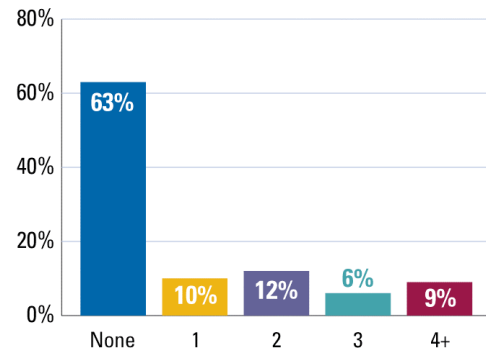
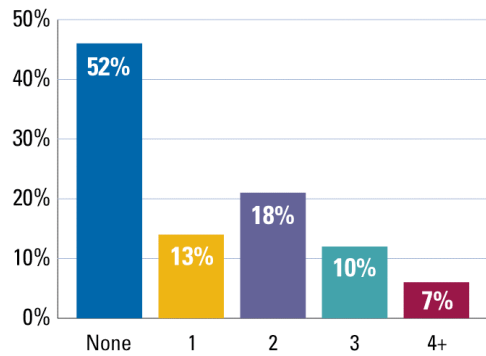
HOW IS THE PHONE USED AT THE GROCERY STORE

iPhone users are 17% more likely to use their device at the grocery store.



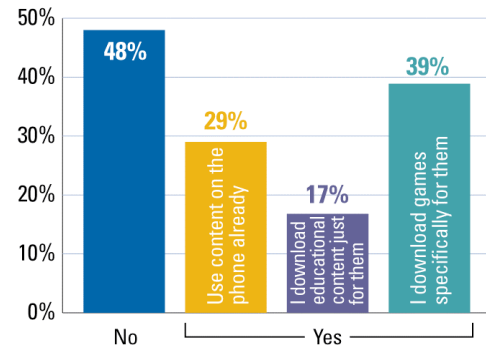
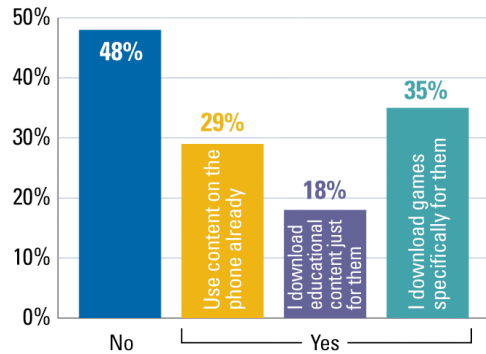
NUMBER OF CHILDREN IN HOUSEHOLD

iPhone users are 11% more likely to have children.



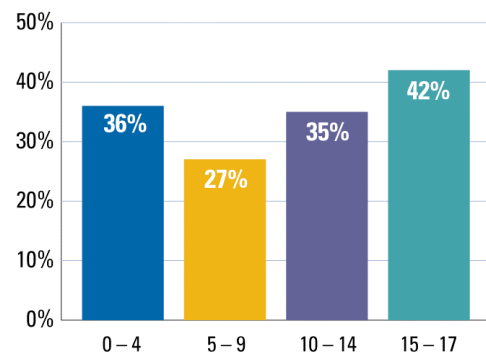
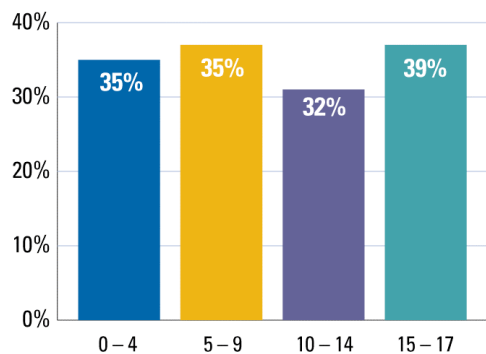
DO THEIR KIDS USE THEIR IPHONE

Of users with children, 52% of both groups let their kids use their device.



AGES OF CHILDREN

Of users with kids, both groups have children of all ages.



About Greystripe

Greystripe is the rich media advertising platform for mobile. Greystripe's product suite enables brand advertisers to communicate their brand message with a unique mobile audience, publishers to gain advertising revenue by serving ads through their application, and consumers to use high-quality games and applications for free.

Greystripe's in-app advertising system is protected by a broad array of patents pending and currently serves ads into more than 1000 application titles from over 400 publishers supporting over 1,400 handset models.

Greystripe reaches millions of mobile application users by powering over 180 Catalog distribution partners, through its online portal GameJump.com, on the mobile Web at wap.gamejump.com, and through the iPhone Appstore. Greystripe was named a one of the 10 Most Innovative Companies in Gaming by Fast Company in 2009, an AlwaysOn Global 100 winner in 2008 and 2009, Red Herring Global 100 winner in 2007 and the Under the Radar Best in Show: Mobility winner in 2006. Greystripe also recently won the 2009 CTIA Emerging Technology Award for Mobile Marketing/Advertising. Visit Greystripe at <http://www.greystripe.com>.