

Amobee Co-founder and CEO Zohar Levkovitz Named Ernst & Young Entrepreneur Of The Year® 2011 Northern California Award Winner

Award Recognizes Entrepreneurial Excellence in Mobile Category

REDWOOD CITY, CA – June 30, 2011 – Amobee, the world leader in end-to-end mobile advertising solutions and services, today announced that Zohar Levkovitz, Amobee co-founder and CEO, received the Ernst & Young Entrepreneur Of The Year® 2011 Northern California Award in the Mobile category. According to Ernst & Young LLP, the award recognizes outstanding entrepreneurs who demonstrate excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Levkovitz was selected by an independent panel of judges, and the award was presented at a gala event at the Fairmont San Jose on Saturday, June 25, 2011.



"It's an extreme honor to have been recognized with this award, particularly alongside some of the most recognizable names in the industry," said Zohar Levkovitz, Amobee co-founder and CEO. "This award reflects the innovation and dedication of the entire Amobee team and our continued efforts to deliver the best solutions and services for our mobile advertising partners worldwide."

Awarded for his achievements to date, Levkovitz has been recognized with other industry pioneers including Jeff Weiner, CEO, LinkedIn, Reid Hoffman, Co-Founder & Executive Chairman, LinkedIn, and Scott Thompson, President, PayPal.

"Zohar is the newest entrant in the 'overnight success club'," said Michael Moritz, a Partner at Sequoia Capital. "The well deserved recognition that Zohar has received started almost seven years ago when he formed Amobee and set out to change the mobile advertising industry. Zohar and his team have endured all the trials and tribulations that surround developing companies and now, as his triumph is recognized, we're delighted to have been his business partner from day one."

"Amobee's success is attributable to Zohar's unique way of thinking and approach to overcoming obstacles. While the industry was retrenching during the worst of the recession, Zohar was making key acquisitions and aggressively expanding into new markets, establishing Amobee as the global leader in mobile advertising," stated Bruce Golden, Partner at Accel Partners. "This award is testament to Zohar's leadership and unyielding dedication to making Amobee a market leader."

"The Board of Directors of Amobee are very proud that Zohar's vision has enabled the company to grow exponentially every year since the company's inception," added Trevor Healy, member of the Amobee Board of Directors. "His leadership has ensured that Amobee is now defining the mobile advertising market. He stands amongst industry leaders as a builder of a great company."

The Ernst & Young Entrepreneur Of The Year Awards Program celebrates its 25th anniversary this year. Past award winners have included Howard Schultz of Starbucks Coffee Company, Arthur M. Blank of AMB Group, LLC (Home Depot, Atlanta Falcons), Pierre Omidyar of eBay, Inc., Ruth Fertel of Ruth's Chris Steak House, Inc., Maxine Clark of Build-a-Bear Workshop, Tom Adams of Rosetta Stone Inc., Matt Szulik of Red Hat, Inc., and last year's national winner, Howard Lutnick, Chairman and CEO of Cantor Fitzgerald and BGC Capital Partners, Inc.

As a Northern California award winner, Levkovitz is now eligible for consideration for the Ernst & Young Entrepreneur Of The Year 2011 National Award. Award winners in several national categories, as well as the overall Ernst & Young Entrepreneur Of The Year National Award winner, will be announced at the annual awards gala in Palm Springs, California, on November 12, 2011. The awards are the culminating event of the Ernst & Young Strategic Growth Forum®, the nation's most prestigious gathering of high-growth, market-leading companies, which will be held November 9–13, 2011.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year Awards are pleased to have the Ewing Marion Kauffman Foundation as a national sponsor.

In Northern California, local sponsors include ManpowerGroup, SAP, The Big Picture Film and Video Arts, Smart Business, ADP, RoseRyan, Scherzer International, and Orrick, Herrington & Sutcliffe LLP.

About Amobee

Headquartered in Redwood City, California, Amobee offers complete, end-to-end mobile advertising solutions and services for advertisers, developers, publishers and operators. With offices in Europe, Asia, Latin America and the US, Amobee enables its customers to run targeted, leading edge mobile ad campaigns on a global scale with unparalleled ROI. Amobee has financial backing from some of the biggest names in venture capital: Sequoia Capital, Accel Partners and Globespan Capital, as well as strategic investments from Motorola, Cisco and leading operators, Vodafone and Telefónica. To learn more, please visit www.amobee.com.

About Ernst & Young Entrepreneur Of The Year®

Ernst & Young Entrepreneur Of The Year® is the world's most prestigious business award for entrepreneurs. The unique award makes a difference through the way it encourages entrepreneurial activity among those with potential, and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 140 cities in more than 50 countries.

About Ernst & Young

Ernst & Young is a global leader in assurance, tax, transaction and advisory services. Worldwide, our 141,000 people are united by our shared values and an unwavering commitment to quality. We make a difference by helping our people, our clients and our wider communities achieve their potential.

Ernst & Young refers to the global organization of member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young LLP is a client-serving member firm of Ernst & Young Global Limited operating in the US. For more information about our organization, please visit www.ey.com.