

FOR IMMEDIATE RELEASE

Adenyo enhances predictive analytics solution with acquisition of technology from Arizona-based KinetX

Acquisition gives clients on-demand targeting and segmentation solutions

Toronto, Ontario and Tempe, Arizona – June 15, 2010 – **Adenyo** (www.adenyo.com), a mobile marketing software company, today announced they have acquired intellectual property, software assets and a specialized business unit from **KinetX**, an aerospace engineering consulting and contracting company. The acquisition accelerates and augments the company's product development efforts in the areas of predictive consumer analytics, on-demand consumer and market intelligence, and real-time shaping of the mobile user experience.

The acquisition includes KinetX Analytic Search Technologies (KAST) and its associated automated analytics software engine - PredictiveIQ - and engineering staff, who will join the Adenyo team. Financial terms of the agreement were not disclosed.

Increasingly, mobile operators and enterprises are seeking technology solutions that enable deep consumer behaviour predictions, allowing them to respond to and shape the markets and consumers they serve in real time and with on-demand platforms. PredictiveIQ utilizes artificial intelligence technology and statistical analysis techniques to automatically develop, execute, and interpret predictive models in real time. Integration of the KAST technology will enable Adenyo to more rapidly respond to the needs of the market and its customers.

"The KAST platform is a truly disruptive technology that will have huge implications on how we think about real-time predictive analytics and business intelligence," said **Tyler Nelson, Adenyo Chairman and CEO**. "Context-driven direct marketing and predictive analytics modelling are critical differentiators for businesses looking to engage customers in compelling marketing communications. We are pleased to welcome the KAST team to Adenyo and believe our joint commitment to innovation, technological excellence and customer satisfaction will ensure we deliver to our clients an unmatched business intelligence offering."

"Integration of the KAST SaaS technology into Adenyo's established analytics platform will provide customers with access to robust on-demand targeting and segmentation solutions. Moreover, real-time decisioning capabilities will be extended to third party client applications via Adenyo's API framework and SDKs. The combination of these offerings will have transformational effects in the industry," said **Dr. David Castillo, KAST Chief Information Officer**. "We at KAST are thrilled to become members of the Adenyo team and are excited about integrating these two leading edge technologies."

About KAST

KAST is a leading provider of SaaS-based predictive marketing software for the direct marketing industry. The company's proprietary PredictiveIQ™ service-oriented architecture platform is used by clients and partners to reduce both cost and cycle time associated with their marketing process while simultaneously maximizing their response opportunities. KAST's solutions allow companies to immediately and automatically determine the key characteristics of their best customers, and to use those attributes to score and rank prospects from third party national databases. The net result is that each customer is able to realize significant, quantifiable improvements in the ROI associated with each marketing campaign that leverages the PredictiveIQ™ technology.

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile operators to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Adenyo powers four technologies through its integrated mobile marketing software platform - mobile marketing and ad serving, mobile storefronts, mobile coupons and payments, and mobile analytics - and has delivered thousands of successful mobile campaigns for the world's most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: www.adenyo.com.

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