

FOR IMMEDIATE RELEASE

Mobile Remains Key Industry for Investment Despite Economy

November 10, 2008/ New York, NY. According to 2008 third quarter *The Silicon Valley Venture Capitalist Confidence Index*[™] report the Mobile Industry is attracting investment despite the current economy.

The report quotes Chris Rust of US Venture Partners as indicating that areas such as mobile internet, internet advertising, massive multi-player online games, virtual worlds... are continuing to launch new VC-backed companies at a healthy pace.

To bring together the best and the brightest minds in the mobile media industry, from start-up to investor, Strategy Institute presents the **Mobile Media Investor Conference**, supported by numerous industry experts in the emerging mobile media arena. **The event will be held December 9 & 10, 2008, at Hotel Nikko in San Francisco.**

“The goal of the event is to bring forth the realities and economics of mobile media, educate the investment community, and to create a forum for emerging growth mobile media companies to connect with other key players in the mobile ecosystem,” stated Vijay S. Chattha, Chief Talker of VSC Consulting, and Chairperson of Strategy Institute’s Mobile Media Conference.

Sponsored by [radar](#), the [Mobile Media Investor Conference](#) offers many industry leading presentations during the two-day event including:

-- Eric Ver Ploeg, Managing Director, VantagePoint Venture Partners moderates the panel discussion on “Monetizing the Third Screen” with key panelists including: Cheryl Dalrymple, CFO, AdMob; Zaw Thet, CEO, 4INFO; Scott Dunlap, CEO, NearByNow; and Jason Gruber, VP of US Mobile Strategic Development, AOL

-- Rhonda Wickham, Editor-in-Chief, Wireless Week moderates a panel discussion on “Scenarios and Predictions” in the Mobile Channel with leading content providers: Jeffery Litvack, Global Director, New Media Markets, Associate Press; Louis Gump, VP, Mobile, The Weather Channel Interactive; and John Smelzer, SVP & GM of Mobile, Fox Interactive Media

-- Leading Venture firms discuss “Deals Being Funded, Where Money is Flowing, and Industry Trends” with: Sharon Wienbar, Managing Director, Scale Venture Partners; Ben Choi, Senior Associate & Kaufman Fellow, Storm Ventures

-- Blake Warner, Managing Director, Software, Media & Telecom Investment Banking, Thomas Weisel Partners moderates the CEO and Founders’

Roundtable Discussion on “Raising Money” featuring: Dorrian Porter, Founder & CEO, Mozes; Brian Cowley, President & CEO, Ad Infuse; and Zohar Levkovitz, CEO, Amobee Media System

To register for the exclusive Mobile Media Investor Conference at Registrations@strategyinstitute.com or click: http://www.strategyinstitute.com/120908_mmic/dsp.php

Sources:

Strategy Institute www.strategyinstitute.com
The Silicon Valley Venture Capitalist Confidence Index™ www.cannice.net
Sponsor: radar <http://radar.net>

About Strategy Institute (<http://www.strategyinstitute.com>)

Strategy Institute works to provide decision-makers with strategic business information and executive education to enhance their business judgment. With focus on emerging markets, technologies, and applications within various segments, Strategy Institute offers annual conferences that provide practical solutions to business challenges.

To arrange interviews with Conference speakers prior to the conference or for more information, please contact:

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