
AMOBEE ACQUIRES RINGRING MEDIA



California's **Amobee Media Systems** has reached a deal with London's **RingRing Media** that will bring two of the largest mobile media companies together. The exact terms of the deal, expected to be completed in the first quarter, have not yet been disclosed. This merger will create a vertically integrated company. Amobee brings dynamic content to mobile operators, allowing them to sell advertising space in a variety of platforms such as games, WAP browsing, music and video, and more. RingRing Media represents some of the most recognized brands in the world and exchanges more than 4 billion impressions per month.

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