



Clash Media announces major move into mobile-specific advertising

- **Answers gap in market for performance-based mobile advertising**
- **Move follows acquisition by Simon Wajcenberg, co-founder of mobile advertising specialist StrikeAd**
- **To download a high resolution image of Simon Wajcenberg please click [here](#)**

New York – 29th March, 2012 – [Clash Media](#), the leading performance-based online marketing agency, today announced the launch of [Clash Media Mobile](#) into the mobile-specific advertising space. The announcement follows the acquisition of Clash Media by Simon Wajcenberg, an entrepreneur with a track record in pioneering global digital businesses. He was previously co-founder of StrikeAd, developers of the world's first dedicated real time mobile advertising Demand Side Platform (DSP).

The new group will build on the success of Clash Media in the online lead generation market and enable companies to use the power of mobile to generate sales leads. "There is currently a gap in the market for a direct response mobile-specific agency that will provide clients with the ability to pay for mobile-generated leads on a performance basis and get the best return on their investment in executing mobile campaigns," commented Simon Wajcenberg, CEO of Clash Media Mobile.

"Clash Media Mobile will offer a huge leap forward in effectiveness in the mobile advertising market. We will offer clients access to over 60 billion page impressions globally from an inventory across 220 countries. The objective is to produce fully qualified, filtered and optimized leads precisely to our clients' specification."

Wajcenberg was one of the original founders of Clash Media in 2006 and subsequently moved on to co-found StrikeAd, where he was responsible for global operations, marketing and international expansion. He has extensive international board-level expertise, vast experience in M&A and has previously been a winner in the finals of the Ernst & Young Entrepreneur of the Year awards.

About Clash Media Mobile:

Clash Media Mobile is a mobile-specific direct response advertising agency, and part of Clash Media, the performance-based lead generation company based in New York. With its advanced

technology platform, Clash Media Mobile provides clients access to over 60 billion page impressions globally, with inventory across 220 countries.

For more information, please visit www.clashmediamobile.com

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