

Northside Advisors Press Release

Northside Advises Didiom LLC on Sale to Exclaim Mobility, Inc.

Firm continues to advance its leadership position in early to middle-market M&A services for digital media, software and technology businesses, following completion of mobile marketing transaction

New York, NY – February 28, 2011 – Northside Advisors LLC is pleased to announce the sale of the assets of its client, Didiom LLC (www.didiom.com), to Exclaim Mobility Inc. (www.exclaim.com). This acquisition fortifies Exclaim Mobility's position as the leading publisher of applications to facilitate the transmission of content via the mobile phone.

Didiom Pro is a cost-effective placeshifting technology that enables consumers to access their computer's audio collection directly from the iPhone, iPod Touch, BlackBerry, Android or Windows phone.

"Exclaim's strong sales network and commitment to creating new choices for today's generation of wireless consumers made this transaction superior to other strategic opportunities," said Ran Assaf, CEO of Didiom. "With 400,000 paid subscribers and successful marketing campaigns, Exclaim makes it possible for Didiom to realize the full potential of its streaming media technology across various platforms."

"Didiom has created a powerful technology, which will continue to have a significant impact on the method by which content is streamed from computers to wireless devices" said E. Frits Abell, Managing Director of Northside Advisors. "Combining Didiom's technology with Exclaim's extensive network and depth of management team is a win-win for both companies."

About Northside Advisors

Northside Advisors is a new boutique investment bank that provides specialized financial advisory services, including merger and acquisition (M&A), capital raising and corporate development services, for emerging and middle-market companies in technology, software and media. The seasoned team of bankers works in close partnership with clients and has successfully completed more than 50 transactions, collectively. For more information, visit www.northsideadvisors.com.

About Exclaim

Exclaim Mobility, Inc. is the leading publisher of applications that make it easy for consumers to access, socialize, manage and backup user-generated content (UGC) from consumer electronic devices, regardless of where the content is located. The company publishes Pictavision, the top-selling UGC application for mobile phones in the Americas, which is available for Java, BREW, BlackBerry, Windows and Symbian devices as downloadable, embedded and m-Browser versions. The company's upcoming Snap-branded UGC management applications, cloud service platform and developer APIs simplify the ability to integrate photo and video management into consumer electronic devices, as well as



Michael Rosenberg, Managing Partner
516-508-3517; michael@nadvisors.com
www.northsideadvisors.com

the monetization process for UGC flowing through service provider networks. Exclaim is headquartered in Princeton, N.J., profitable and backed by Edison Ventures and Sycamore Ventures. For more information, visit www.exclaim.com.

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