

BAUER MEDIA GROUP UK & VELTI LAUNCH TWO-YEAR MOBILE INTERACTIVITY PARTNERSHIP

Velti's mGAGE to power all mobile interactive services across Bauer's portfolio of 43 radio stations

London, UK — April 25, 2013 — [Velti](#) (NASDAQ: VELT), the leading global provider of mobile marketing and advertising technology, and Bauer Media Group UK, home to many of the most recognizable and influential radio brands in the United Kingdom, today announced they have signed an exclusive two-year mobile marketing partnership. Velti will manage and maintain all mobile interactivity, marketing and promotions for Bauer's 43 radio stations, including powering all mobile messaging for brands such as Magic 105.4, KISS, Clyde 1, Key103, Radio City, Wave105 and Kerrang!.

This new partnership will help continue the strong and on-going relationships between Bauer Media and their audiences. Velti is running all of Bauer's mobile messaging and interactivity, focusing on compliance and operational excellence. In addition, development of new concepts driving engagement and loyalty using data and customer relationship management (CRM) mechanics will be part of the services.

"Our aim is to develop closer relationships with our audience by providing mobile engagement opportunities and interactivity throughout our campaigns," said Joanne Baldwin, Digital Commercial Director at Bauer Radio. "Our listeners expect the best from Bauer so we wanted to work with the best supplier in the market. Velti is a partner we can trust and rely upon to deliver these mobile marketing services while also guiding and advising us on how to best capitalize on technology advancements in the mobile and digital landscape."

Rob Weisz, Vice President of Sales at Velti said, "Velti has worked closely with Bauer to ensure a seamless implementation across the entire portfolio of mobile interactive services. After launching the existing interactive services, we are working with Bauer to optimise and develop elegant CRM and marketing mechanics using data generated from SMS interactivity, as well as our range of platforms and technologies. Bauer has great ambitions and is driven to push new and exciting initiatives. We look forward to helping Bauer and its portfolio of brands capitalise on emerging trends that can drive real consumer value."

About Velti

Velti is the leading global provider of mobile marketing and advertising technology and solutions that enable brands, advertising agencies, mobile operators and media to implement highly targeted, interactive and measurable campaigns by communicating with and engaging consumers via their mobile devices. The Velti platform, called Velti mGage™, allows customers to use mobile and traditional media to reach targeted consumers, engage the consumer through the mobile Internet and applications, convert them into customers and continue to actively manage the relationship through the mobile channel. Velti is a publicly held corporation based in Jersey, and trades on the NASDAQ Global Select Market under the symbol VELT. For more information, visit www.velt.com.

About Bauer Media Group

The Bauer Media Group is one of the most successful media companies in the world. More than 570 magazines, over 300 digital products, and 50 radio and TV stations reach millions of people around the globe. The company's portfolio also includes printing companies, postal services and services in the fields of distribution, marketing and media sales. The Group's turnover is stable at more than two billion euros. With a new global positioning strategy, the Bauer Media Group underscores its passion for people and brands. The claim *We Think Popular* highlights Bauer Media Group's focus as a publisher of popular media and provides inspiration and motivation to its more than 200 million consumers in 16 countries. For more information visit www.bauermedia.co.uk

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