

Generation5 and Silverback Media Join Forces

TORONTO, Sept 15, 2008

In a joint statement today, Silverback Media PLC and Generation 5 Mathematical Technologies Inc. announced an agreement between their two organizations. The agreement will provide Generation5 with an infusion of new capital for research and development of new products and services in the field of Consumer Intelligence and give Silverback the analytics edge to be the leading mobile marketer .

Silverback, the leader in mobile marketing in several European countries, and with operations worldwide, will use Generation5 targeting technology to efficiently develop its presence in North America. "It's a great prospecting tool for our mobile marketing customers", said Terry Ham, COO of Silverback. "Adding Generation5 data and analytics to our expertise in mobile marketing will provide us with a distinct advantage in this new and expanding field."

Jamie LeFort, EVP of Generation5, was equally enthusiastic. "The match between Silverback and Generation5 gives us the resources we need to expand our services, in terms of new territories and new products and services. Generation5's Customer Acquisition product has been a great start, but there are a lot of other concepts we can develop when we combine Silverback and Gen5 capabilities."

Initial client response has also been extremely positive as Silverback Media combines the power of mobile marketing with North America's pre-eminent customer acquisition analytics toolset.

About Generation5

Generation5 supplies North America's leading brands with the industry's most robust, timely and precise Marketing, Analytics and Customer Prediction solutions. Generation5 empowers customer acquisition by producing predictions of purchase potential, shopping behaviour, and attitudes right down to the household or the individual level. Combining the power of its patented prediction engines with North America's richest data source, Generation5 delivers pinpoint accuracy, dramatically higher response rates, custom analytics, and segmentation modeling. Leading marketers communicate with their customers more effectively, understand the lifetime value (LTV) of their clientele, identify potential customers more reliably, and dramatically reduce their customer acquisition costs. For more information, visit our website at <http://www.generation5.ca>

About Silverback Media PLC

Silverback Media is a global mobile marketing agency with operations in Toronto, Montreal, Los Angeles, Miami and Paris. We are one of the top five mobile marketing companies in the world. Its years of European experience (Silverback is the number one mobile marketing company in France) puts it well ahead in technology and campaign know-how to give its clients, particularly North American clients, the advantage over their competitors. Visit our website: <http://www.sbmedia.mobi/b/home.html>