

February 27, 2015



Digital Turbine Announces Partnership with Deutsche Telekom

-- European Tier-One Operator to introduce DT Ignite in 1H of 2015 --

AUSTIN, Texas, Feb. 27, 2015 /PRNewswire/ --Digital Turbine (Nasdaq: APPS), a leading provider of mobile technology solutions, announced today that it will launch Digital Turbine Ignite™ with Deutsche Telekom. Deutsche Telekom will initially pilot Ignite and expand the service to mobile smartphone users.

"The launch of Digital Turbine's Ignite™ solution with Deutsche Telekom, one of the world's premier carriers, will provide meaningful and valuable app discovery delivery for its subscribers," said Bill Stone, Chief Executive Officer of Digital Turbine. "Using the Ignite solution, Deutsche Telekom will be able to offer its subscribers better-targeted applications. Ignite will allow Deutsche Telekom to offer every customer the right apps at the right time."

In the coming months, the introduction of Digital Turbine's technology into Deutsche Telekom will include dynamic app delivery that is optimized for the user and the device. "We are proud to partner with Deutsche Telekom, and pleased that our technology will be used to help Deutsche Telekom realize its vision of 'Winning with Partners' by delivering the most relevant partner apps to the customer," said Stone.

About Digital Turbine

Digital Turbine works at the convergence of media and mobile communications, delivering end-to-end products and solutions for mobile operators, device OEMs and other third parties to enable them to effectively monetize mobile content. The company's products include DT Ignite, a mobile device management solution with targeted app distribution capabilities, DT IQ, a customized user experience and app discovery tool, DT Marketplace, an application and content store, and DT Pay, a content management and mobile payment solution. Headquartered in Austin, Texas with global offices in Berlin, Singapore, Sydney and Tel Aviv, Digital Turbine's solutions are used by more than 31 million customers each month across more than 20 global operators. For additional information, visit www.digitalturbine.com.

About Deutsche Telekom

Deutsche Telekom is one of the world's leading integrated telecommunications companies with over 142 million mobile customers, 31 million fixed-network lines and more than 17 million broadband lines (as of December 31, 2013). The Group provides fixed network, mobile communications, Internet and IPTV products and services for consumers and ICT solutions for business customers and corporate customers. Deutsche Telekom is present in around 50 countries and has approximately 229,000 employees worldwide. The Group

generated revenues of EUR 60,1 billion in the 2013 financial year – more than half of it outside Germany.

Forward-Looking Statements

Statements in this news release concerning future results from operations, financial position, economic conditions, product releases and any other statement that may be construed as a prediction of future performance or events, including statements about timing of the company's launch in Slovakia with Deutsche Telecom and its ability to launch in additional markets are forward-looking statements that involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially from those expressed or implied by such statements. These factors include the inherent and deal-specific challenges in converting discussions with carriers and other business partners into actual contractual relationships, product acceptance new products such as the DT product suite in a competitive marketplace, the potential for unforeseen or underestimated cash requirements or liabilities, the company's ability as a smaller company to manage international operations, varying and often unpredictable levels of orders, the challenges inherent in technology development necessary to maintain the company's competitive advantage such as adherence to release schedules and the costs and time required for finalization and gaining market acceptance of new products, changes in economic conditions and market demand, rapid and complex changes occurring in the mobile marketplace, pricing and other activities by competitors, and other risks including those described from time to time in Mandalay Digital Group's filings on Forms 10-K and 10-Q with the Securities and Exchange Commission (SEC), press releases and other communications.

For more information contact:

Carolyn Capaccio/Monica Chang
LHA
(212) 838-3777/(415) 433-3777
digitalturbine@lhai.com

Logo - <https://photos.prnewswire.com/prnh/20150116/169744LOGO>

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/digital-turbine-announces-partnership-with-deutsche-telekom-300042619.html>

SOURCE Digital Turbine, Inc.