

February 18, 2016



Digital Turbine and BLU Products Implement Ignite 2.0 on All Android Devices

Leading Global Platform Provides Smart Personalization for Pre-Installed Apps

AUSTIN, Texas, Feb. 18, 2016 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), a global mobile software company working to deliver the right app to the right person at the right time, has partnered with one of the fastest growing mobile phone manufacturers in the world, BLU Products, for the implementation of their newest app delivery platform [Ignite™ 2.0](#), on all of their Android devices.

BLU has pioneered the advancement of the prepaid and no-contract revolution and now with the help of Digital Turbine's Ignite 2.0 platform, will provide customers more value by creating a more personalized app experience. With Ignite 2.0 installed on all Android devices, BLU can efficiently manage and monetize content opportunities with its complete application management solution that enables streamlined and tailored app delivery.

"BLU is dedicated to delivering choices to the consumer, driven by the demand for great looking smartphones that can do amazing things and are priced for everyone," said Mariana Ferreira, Sr. Director of Business Development of BLU Products. "With more people using apps and their phones for a variety of things, such as shopping, games etc., we wanted to ensure that we could 1) deliver them efficiently and 2) tailor them to what would be of interest to our users. Digital Turbine helps us achieve both, giving us the best solution for mobile app delivery."

The Ignite platform features a variety of new features and functionality including a set-up process 'wizard' for greater end-user engagement, and improvements to both performance and security. In addition, Digital Turbine's newly launched Ignite software-development-kit (SDK) allows developers to integrate Ignite capabilities inside other applications.

"Our key objective is to get the right apps to the right person at the right time, but none of this can be done without the right device," said Digital Turbine CEO, Bill Stone. "We're pleased to support Blu as they continue to build the bring-your-own-device market offering users more choice. Providing options to our customers and users alike is important in delivering the best experience possible."

For more information, visit www.digitalturbine.com and www.bluproducts.com.

About BLU Products

BLU Products, founded in 2009, designs and manufactures affordable, attractive and innovative mobile devices to suit a wide variety of consumer needs. Over 35million BLU

mobile devices have been sold in over 40 countries. Headquartered in Miami, Florida, BLU is pioneering the advancement of the prepaid and no-contract revolution by providing a vast portfolio of advanced unlocked mobile phones at incredible pricing to thousands of dealer agents, MVNO's, and large retailers throughout the United States and Latin America. For more information, visit: www.bluproducts.com

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, app advertisers and publishers, that enable efficient user acquisition, app management and monetization opportunities. The company's products include Ignite™, a mobile device management solution with targeted app distribution capabilities, Discover™, a customized user experience and app discovery tool, Marketplace™, an application and content store, and Pay™, a content management and mobile payment solution. Digital Turbine Media encompasses a leading independent user acquisition network as well as an advertiser solution for unique and exclusive carrier inventory. Digital Turbine has delivered more than 150 million app installs for hundreds of advertisers. In addition, more than 31 million customers use Digital Turbine's solutions each month across more than 20 global operators. The company is headquartered in Austin, Texas with global offices in Durham, Berlin, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit <http://www.digitalturbine.com/> or connect with Digital Turbine on Twitter at [@DigitalTurbine](https://twitter.com/DigitalTurbine).

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