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EMDIGO BECOMES TRUSTe SEALHOLDER, DEMONSTRATES COMMITMENT TO CONSUMER PRIVACY PROTECTION

Emdigo Certified to Display the TRUSTe Web Privacy Seal

San Francisco, CA - November 8 2010 – Emdigo®, Inc., a mobile marketing technology innovator announced today that TRUSTe® has certified Emdigo's GET IT™ Mobile connection platform to display the TRUSTe Web Privacy Seal, demonstrating Emdigo's commitment to transparency, accountability and consumer choice, the foundations of online privacy. Emdigo joins thousands of Web sites and services in recognizing the ability of the TRUSTe privacy seal to accelerate online commerce and information exchange.

TRUSTe awards its Web Privacy Seal only to companies that complete TRUSTe certification, submit to ongoing site monitoring, and participate in TRUSTe's consumer privacy dispute resolution program. The TRUSTe Web Privacy Seal further signifies that a Web site has posted a professionally reviewed privacy policy and has information practices consistent with the Federal Trade Commission's Fair Information Practice Principles.

"Our GET IT mobile connection service makes it very easy for consumers to access and download mobile apps and video from anywhere," said Steve Gleitsmann, President of Emdigo. "As users provide us with their mobile phone numbers for delivery of desired content, they also entrust us with their very personal information. We take the protection of this information very seriously, and receiving TRUSTe's Privacy Seal certification demonstrates our commitment to the protection of our users."

"Given abundant consumer privacy concerns it's no surprise that 71 percent of consumers look for trust marks before doing business online" said Fran Maier, President of TRUSTe. "With the TRUSTe Web Privacy Seal, Emdigo sends a clear signal to its customers that it respects their personal information. We've found that 82 percent of consumers who have seen the TRUSTe Web Privacy Seal trust it, which translates directly into increased site engagement. That's the privacy payoff."

About Emdigo

Emdigo Inc. is a Silicon Valley software company founded by a team of entertainment industry veterans with over a decade of experience in the creation of software infrastructure for advanced game consoles and mobile devices. Our patent pending GET IT™ platform enables app developers to efficiently connect consumers with their mobile apps and content. GET IT is now available in the U.S. and is being used by some of the world's leading mobile media companies. To learn more about our company visit us at www.emdigo.com.



About TRUSTe

Thousands of companies rely on TRUSTe's leading online privacy seal to enhance consumer trust, drive increased registrations and transactions, and comply with complex privacy requirements. Consumers know that when they see the TRUSTe seal they can "Click with Confidence" because the certified Web site is responsible with their personal information. TRUSTe has certified more than 40 percent of the top fifty web sites including Facebook, Yahoo, Microsoft, eBay, AOL, Adobe, AT&T, Comcast, Disney, Weather.com, Apple, LinkedIn, Web MD, and Yelp as well as a wide range of online retailers such as Best Buy, Diapers.com, and Etsy. For additional information on TRUSTe and its services, please visit <http://www.truste.com>.

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