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Sprout Announces An HTML5 Solution for iAds

Solution allows advertisers to create ads once and simultaneously export Flash and HTML5 ads that can be served on multiple platforms

San Francisco, CA - Today Sprout, the leading software as a service technology platform for creating rich, engaging ads and social media applications, announced that the Sprout Engage Ad Platform, a visual authoring solution, can now export both Flash and HTML5 ads. Sprout is currently signing up beta partners interested in streamlining their workflow and scaling production of mobile ads for networks such as Apple's iAd service.

"Steve Jobs' announcement of the iAd platform and his goal of 1 billion impressions a day will challenge advertisers to scale their HTML5 production" said Carnet Williams, Founder and CEO of Sprout. "Apple is not providing a development platform, and advertisers' current tools do not export HTML5, so Sprout is providing a solution that is scalable, offers a single workflow, and does not require hand coding."

The platform supports expandables, 3rd party APIs and social data integration with the leading social networks. It also includes a rich set of analytics to measure performance and optimize for success.

"The Sprout platform is a visual authoring solution that does not require writing any hand code, it protects publishers from malvertising problems. Since code cannot be introduced, Apple can now focus their ad review process on ad content rather than the ad code" said Matthew McNeely, VP of Engineering at Sprout.

Brands, agencies and publishers interested in the HTML5 Beta Program may apply through the Sprout website: sproutinc.com/html5beta.

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ABOUT SPROUT: Sprout gives you a better way to connect people with your brand through personally relevant social ads and engagement applications. Fully integrated with the leading ad platforms and able to run anywhere online, Sprout provides better ad performance than traditional rich media ads. Sprout customers include Disney, Warner Bros., Intel, Toyota and MTV. Funded by Polaris Venture Partners, Sprout is growing like a weed in Honolulu, HI and San Francisco, CA. To learn more, please visit sproutinc.com.