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## Sprout Launches AdVine, A Disruptive Ad Creation Service

*AdVine is the world's first Flash and HTML5 ad creation platform, an essential solution for mobile advertising.*

San Francisco, CA – September 27, 2010 @ IAB MIXX – With the launch of AdVine, Sprout is expanding its technology to deliver rich media display ads. AdVine, enables agencies to simultaneously create mobile and browser-based ads published in Flash and HTML5---and that saves time and money.

AdVine boasts key advantages, including:

- **Visual Authoring:** The Photoshop-like interface allows users to focus on their creative rather than the technology that makes it possible, while saving development costs.
- **Cloud-Based:** AdVine manages the integration of social APIs and ad network SDK, so clients don't have to.
- **Cross-Platform:** AdVine publishes simultaneously in Flash and HTML5, which means ad creative will always be presented in the best format across desktop browsers, mobile browsers, and in-application.

"It's tough for advertisers, creative agencies, and publishers to keep up with rapid changes in technology and delivery channels, especially for mobile. AdVine solves this problem for our clients." Said Carnet Williams CEO and co-founder of Sprout. "Our goal is to simplify the creation of impactful and engaging ads wherever they're served."

AdVine allows agencies to produce ad units in a fraction of the time it would take to code them by hand. AdVine focuses Sprout's technology on ad creation with key interface features:

- **HTML5/Flash Preview:** Users can see their creative in HTML5 and Flash, side by side.
- **Ad Formats:** Users can build to any ad specification, from IAB standards to mobile expandables.
- **Incorporating SDKs:** AdVine incorporates ad network SDKs, allowing clients to publish units to a wide range of the networks.
- **iAds Tester:** AdVine is capable of creating ads to the iAds specification and includes an iAds tester application that allows clients to preview creative on their iPhones.

**ABOUT SPROUT:** Sprout is a technology company that's developed a cloud-based platform for visually authoring and distributing interactive content across the Web. Built on the Sprout platform, AdVine is our ad creation software that brings rich, interactive, and socially connected ads within the reach of all advertisers, agencies, and publishers. Fully integrated with the leading ad servers and social networks, AdVine campaigns will delight your consumers wherever they spend time online. You decide whether to use AdVine yourself or to have our creative services team build interactive content for you.