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**FOR IMMEDIATE RELEASE**

## **Karlín Ventures Invests in StrikeAd**

### **Early Stage Investment Fund Invests in Demand-side Advertising Platform**

**Los Angeles, CA, June 10, 2013** – Karlín Ventures, an early-stage venture capital fund, has invested in StrikeAd. StrikeAd (<http://www.strikead.com>) is the first mobile demand-side platform (“DSP”), a single point where agencies and advertisers can plan, execute, and evaluate all their mobile advertising. With their proprietary platform, StrikeAd Fusion and managed product, StrikeAd Engage, they've created unique yet simple solutions that let you buy mobile media in real-time, and evaluate hundreds of campaigns, minute-by-minute. The result? Highly targeted, cost effective, and efficient mobile ad campaigns that make the most of your ad budget and get you the results you want.

TX Zhuo, Partner of Karlín Ventures, said, “The mobile RTB space is red hot right now and we believe that StrikeAd has the right ingredients to be a leader in the space given its first-mover advantage in key markets and the superior technology it has built.”

#### **About Karlín Ventures**

Karlín Ventures, LLC, is the early stage investment division of Karlín Asset Management, LLC. Karlín Ventures seeks to invest \$100,000 to \$1 million per investment primarily in education technology, eCommerce, digital media, healthcare IT, and financial services, but considers opportunities outside those sectors as well. To entrepreneurs, Karlín Ventures offers speed and responsiveness, the commitment of a partner, and a broad and deep network in the investment and operating communities. The Company maintains offices in Los Angeles, CA. Its phone number is (310) 806-9700. Its website is located at [www.karlinvc.com](http://www.karlinvc.com).

#### **About Karlín Asset Management**

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Karlín Asset Management is a Los-Angeles-based private investment firm managing over \$1.4 billion of unleveraged capital. It has a number of active investment platforms, including public equities, real estate, lending, and residential mortgages. Its phone number is (310) 806-9700.

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