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JANA OPENS NEW OFFICE IN SINGAPORE

Third Office for the Mobile Marketing and Research Company Serves Marketers in the APAC Region

BOSTON, November 9, 2011 – In a move to serve the needs of brand marketers and advertising agencies in the Asia Pacific region, Jana, an international mobile technology company, announced today the opening of an office in Singapore.

Jana Research offers its clients fast and far-reaching information in local markets by offering free mobile airtime to consumers in emerging and high growth markets in exchange for completing surveys. Jana Marketing helps brand marketers sell their products in those markets. Jana, which has a database of 2.1 billion mobile subscribers worldwide, has hired three Regional Sales Directors to work directly with APAC clients in India, Indonesia, Philippines, Vietnam, Thailand and Singapore.

“We work with clients in the APAC region regularly, so it was a natural progression for us to have a home base here,” said Nathan Eagle, CEO and co-founder of Jana. “Providing local access to our clients and their customers better serves them and increases the depth of our knowledge of this part of the world.”

Jana’s new office is located at:
89 Neil Road
Singapore 088849

About Jana

Founded in 2009 as txteagle, Jana received \$10M in funding April 2011 by Spark Capital, the Blackberry Partners Fund, Qualcomm Ventures, Flywheel Ventures, the Royal Bank of Canada, and Esther Dyson. Based in Boston, Jana now has offices in San Francisco and Singapore, with additional offices in emerging markets forthcoming. Jana’s platform enables global organizations to engage directly with emerging market consumers in over 85 countries via their mobile phones. Through partnerships with 232 mobile operators, Jana’s proprietary technology and consumer database targets and rewards 2.1 billion consumers with free mobile airtime. For more information, please visit www.Jana.com.

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