TELENAV

April 29, 2015

Thinknear Recognized as Mobile Marketing Leader by Gartner

Thinknear Joins List of Cool Mobile Vendors for 2015

SUNNYVALE, CA -- (Marketwired) -- 04/29/15 -- Thinknear by Telenav (NASDAQ: TNAV), the leader in location-based mobile advertising, today announced that it has been named a Gartner Cool Vendor in Mobile Marketing for 2015.

Mobile marketers need accurate location information to target customers and prospects with the right message at the right time and place. Gartner highlighted four vendors driving innovation in the mobile marketing space, focusing on the use of location intelligence to effectively target customers with relevant and timely advertising and the ability to measure its impact on behavior.

"We consider it a huge honor to be recognized by Gartner as a leader in the mobile marketing field," said Loren Hillberg, president of Thinknear by Telenav. "Thinknear's Location Score platform allows us to deliver extremely accurate audience targeting solutions for our brand and agency partners and we are excited to continue our focus on building products that connect brands with their mobile audience."

For more information on Thinknear's Location Score platform, visit http://Locationscore.com.

The full Gartner report, "Cool Vendors in Mobile Marketing, 2015" is available for download at https://www.gartner.com/doc/3021423.

Disclaimer

Gartner does not endorse any vendor, product or service depicted in our research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Thinknear:

Thinknear is a location-based marketing platform focused on delivering amazing mobile campaigns for agencies, brands and consumers. Thinknear's platform delivers the accuracy, scale and technology required to effectively leverage mobile location data to power better consumer experiences. As a division of Telenav, Thinknear leverages exclusive access to over 15 years of proprietary location data. To learn more, please visit www.thinknear.com and follow @thinknear on Twitter.

About Telenav, Inc:

Telenav is a leading provider of location-based platform services. These services consist of our map and navigation platform and our advertising delivery platform. Our map and navigation platform allows Telenav to deliver enhanced location-based services to developers, auto manufacturers and end users through various distribution channels, including wireless carriers. Our advertising delivery platform delivers highly targeted advertising services leveraging our location expertise.

TNAV-C

Source: Thinknear

News Provided by Acquire Media