



November 14, 2016

## **Boingo Wins Cynopsis Digital Award for 'Outstanding Team of the Year'**

### **Media Team Receives Prestigious Honor for Helping Top Brands Deliver High-Impact Campaigns through World's Largest Wi-Fi Advertising Network; Boingo Media Platforms Win Honorable Mention for Video Platform of the Year**

LOS ANGELES, Nov. 14, 2016 (GLOBE NEWSWIRE) -- [Boingo Wireless](#) (NASDAQ:WIFI), the leading DAS and Wi-Fi provider that serves consumers, carriers and advertisers worldwide, today announced that Cynopsis Digital has named Boingo Media as the "Outstanding Team of the Year" in the [2016 Model D Awards](#). The Boingo Media Platform was also recognized in the awards, receiving honorable mention for "Best Digital Video Ad Platform."

The Model D Awards highlight the most outstanding advertising and marketing campaign initiatives, technology and extraordinary video content in the highly competitive and ever-changing digital landscape. The Boingo Media team took home two top honors for helping brands capture 100 percent share of voice and guaranteed engagement through its proprietary Wi-Fi advertising network.

"While the competition was fierce in this year's Model D Awards, the Boingo Media team stood out for their big-picture thinking, innovation and impressive campaign results," said Cynopsis Publisher Roberta Caploe.

"Boingo Media enables brands to connect with consumers on-the-go by sponsoring the number one most requested amenity—free Wi-Fi," said Boingo Chief Marketing Officer, Dawn Callahan. "Brands who sponsor free Wi-Fi not only get guaranteed engagement and 100 percent share of voice, they also benefit from the positive 'halo effect' that comes from giving consumers the Wi-Fi they crave."

Leading brands like HBO, Bank of America, Verizon, L'Oréal, American Airlines, Netflix, Samsung and Amazon have leveraged Boingo Media to reach a contextually relevant audience—people who want to connect online. A true value-add to every ad buy, the platform has been recognized for complementing brands' digital and OOH strategies at airports and other large venues.

"To have Boingo Media named 'Outstanding Team of the Year' is a testament to the hard work, smart thinking, and commitment to our clients that we showcase day in and day out," said Boingo Vice President of Global Media Jon Landa. "It is an honor to be recognized by our peers and colleagues, and we are extremely proud to be a winner of a Cynopsis Model D Award."

In addition to its Model D Awards, Cynopsis Digital announced the inaugural Digital 'It List' honoring innovative executives in digital media who excel in content, marketing, advertising and social media. Boingo's Lauren de la Fuente, vice president, marketing and communication, was named to the prestigious list, alongside executives from companies that included Google, MTV, NBCU, Time Inc. and Maker Studios.

For more information on Boingo Media, visit [boingo.com/media](http://boingo.com/media).

#### **About Cynopsis Media**

Cynopsis is what the TV industry reads first every day. The Cynopsis family of products includes the media industry's most-read daily, Cynopsis, plus sister dailies Cynopsis Digital and Cynopsis Sports, the Cynopsis Jobs board and special reports. Serving TV, agency and brand professionals, Cynopsis Media produces conferences, webinars, and awards programs that are second to none. Find out more at [cynopsis.com](http://cynopsis.com).

#### **About Boingo Wireless**

Boingo Wireless, Inc. (NASDAQ:WIFI) helps the world stay connected. Our vast footprint of small cell networks cover more than a million DAS and Wi-Fi locations and reaches more than 1 billion consumers annually - in places as varied as airports, stadiums, universities, and military bases. For more information about the Boingo story, visit [www.boingo.com](http://www.boingo.com).

*Boingo, Boingo Wireless, the Boingo Wireless Logo and Don't Just Go. Boingo. are registered trademarks of Boingo Wireless, Inc.*

CONTACT

Lauren de la Fuente

Vice President, Marketing and Communications

[ldelafuente@boingo.com](mailto:ldelafuente@boingo.com)

(310) 405-8517

 Primary Logo

Source: Boingo Wireless, Inc.

News Provided by Acquire Media