



Carrier IQ Tops VisionMobile's 100 Million Club

***Carrier IQs Mobile Service Intelligence Software Recognized for Market Leadership;
Shipping in Millions of Mobile Devices***

Mountain View, CA, October 18, 2010 – [Carrier IQ](#), the leading provider of [Mobile Service Intelligence](#) solutions, today announced that their solutions have been named to VisionMobile's 100 Million Club. The VisionMobile 100 Million Club recognizes software businesses that have succeeded in establishing a significant presence in the mobile handset market, specifically those whose products have been embedded on more than 100 million mobile phones.

"The 100 Million Club is a testament to the commercial and technological complexities inherent in the mobile industry. There are about 300 companies licensing embedded software for mobile, but only a handful have managed to break through structural and technological barriers into the 100 Million Club," noted VisionMobile Research Director Andreas Constantinou. "As a first mover in the mobile user experience and mobile analytics sectors Carrier IQ has seen an impressive growth. Mobile service intelligence is setting the foundations for unprecedented customer insights - more so than any other consumer analytics sector that has come before it".

Carrier IQ's Mobile Service Intelligence Technology has been adopted by the world's leading manufacturers of mobile phones and mobile broadband data cards. Carrier IQ is the first company to provide truly actionable insight to the mobile ecosystem.

"Carrier IQ has built and continues to grow our relationships with the world's major mobile device manufacturers and operators," said Mark Quinlivan, CEO of Carrier IQ. "We are proud to have these market-leading products in our portfolio that enable the mobile device manufacturers to understand if they are delivering a high quality product that works and performs the way that customers have come to expect."

To download the report, visit VisionMobile's Web site at <http://www.100millionclub.com>.

About VisionMobile

VisionMobile is a market analysis and strategy firm delivering market know-how to the mobile industry. They offer research reports, industry maps, training courses and advisory services on under-the-radar market sectors and emerging technologies.

About Carrier IQ

Carrier IQ enables mobile operators, device manufacturers, application developers and market researchers to improve their offerings based on direct insight into the customer experience. Deployed on over 100M devices from 12 leading mobile device vendors worldwide, Carrier IQ is the leading provider of Mobile Service Intelligence solutions that use mobile devices to provide detailed metrics regarding mobile experience in a highly secure, private and anonymized environment. Founded in 2005 and headquartered in Mountain View, California, Carrier IQ is a privately held, venture-backed company with offices in the U.S., UK and Malaysia. For more information, please visit www.carrieriq.com.

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