

**All Things Mobile
Analytic, Inc.
Code of Conduct**

A. Compliance with Laws and Regulations

It is All Things Mobile Analytic, Inc.'s ("ATMH") policy to observe and comply with all laws and regulations applicable to it and the conduct of its business. We expect our employees and Board of Directors to do the same. If you become aware of any violation of law or regulation, you should inform the company's Chief Executive Officer or your immediate supervisor.

We must ensure that our dealings with members of the Board of Directors ("Board") and employees, and with business partners, customers, and suppliers, are ethical and legal. It is your responsibility to become familiar with the compliance policies and procedures applicable to your job and position.

As explained below, you should always consult the Chief Executive Officer or your immediate supervisor with any questions about the legality of you or your colleagues' conduct.

B. Commitment to Ethical Behavior

ATMH is committed to ethical and lawful behavior, and seeks to ensure that our standards of ethics are not compromised, and that we do not violate laws and regulations in the name of profit. ATMH's reputation depends upon the integrity and ability of its Board and employees. In addition to complying with all applicable laws and regulations, all Board members and employees are expected to observe high standards of business and personal ethics in discharging their duties and responsibilities. This requires honesty and integrity in every aspect of dealing with other ATMH employees, the public, the business community, stockholders, customers, and suppliers.

ATMH is highly committed to ethical behavior by adopting this Code of Conduct to ensure lawful and ethical behavior on the part of its Board and employees.

C. Board and Employee Responsibility

It is the personal responsibility of each Board member and employee to adhere to applicable laws and regulations, this Code of Conduct, and all other company policies and codes of behavior in carrying out his or her duties and responsibilities and to conduct himself or herself accordingly. Each Board member and employee must avoid any illegal activities or involve ATMH in any practice that is illegal or not in compliance with this Code of Conduct or any other company policy or code of behavior. Any Board member or employee who does not adhere to these standards and restrictions is acting outside the scope of his or her office or employment, and might be subject to disciplinary action, up to and including termination, and reporting to appropriate authorities as warranted.

We understand that not every situation is clear-cut, but you should avoid activities that may call into question ATMH's reputation or integrity. The key to compliance is exercising good

judgment. This means following the spirit of this Code of Conduct and all applicable laws and regulations. When you are faced with a business situation where you must determine the right thing to do, you should ask yourself the following questions:

- ï Am I following the spirit, as well as the letter, of any law, regulation or ATMH policy?
- ï What would my family, friends or neighbors think about my actions?
- ï Will there be any direct or indirect negative consequences for ATMH?
- ï Would I want my actions reported in the media?

No Board member or employee should be misguided by any sense of loyalty to ATMH or a desire for profitability that might cause him or her to disobey any applicable law or regulation, this Code of Conduct or any other company policy or code of behavior. In addition to the specific practices and conduct that are prohibited under this Code of Conduct, each Board member and employee of ATMH should avoid even the appearance of improper behavior.

D. Reporting Suspected Violations

Each Board member and employee has a responsibility to promptly report any suspected violations of this Code of Conduct, or any other company policy or code of behavior, any violation of laws, regulations or ethical principles that occur within ATMH. Each Board member and employee may make such reports without fear of retaliation, and should refer to our policy (discussed below) prohibiting retaliation for various actions. In most cases, employees should discuss a possible violation with the Chief Executive Officer or their immediate supervisor.

Where we have a separate policy that provides for reporting of suspected violation of that policy, you may follow the reporting procedures in that policy or in this Code of Conduct.

E. Conflicts of Interest

ATMH expects loyalty from all of its Board members and employees. A conflict of interest occurs when a Board member or employee allows personal interests to interfere with his or her responsibility to ATMH. You must act to benefit ATMH and avoid any situation that actually or potentially benefits you at ATMH's expense. Following are examples of possible conflicts of interest:

- ï Ownership interest (other than a nominal amount) in, or financial arrangement with, any business partner, customer, supplier or competitor;
- ï Any consulting or employment relationship with any business partner, customer, supplier or competitor;
- ï Any outside business activity that detracts from your ability to devote appropriate time and attention to your responsibilities to ATMH;
- ï Any outside business activity competitive with ATMH's business;
- ï Receipt by you or your immediate family (defined as your spouse, child, stepchild, sibling, parent or any family member residing in your home,) of gifts or gratuities (other

than an occasional inexpensive item) or excessive entertainment from any company with which we have current or prospective business dealings;

- ï Any involvement in any outside employment activity which is so substantial that it calls into question your commitment to your employment with ATMH;
- ï Any personal relationship (including immediate family) between an employee and his or her immediate supervisor without the approval of the human resources department or the Chief Executive Officer;
- ï Selling anything to ATMH, or buying anything from ATMH (other than at arm's length and/or on terms available to unrelated third parties); and
- ï Use of any non-public or proprietary information learned in the course of service or employment for personal investment or gain or the personal investment or gain of any other person or party, including immediate family members.

If you are aware of any transaction or relationship that reasonably could be expected to give rise to a conflict of interest (whether the possible conflict involves you, a Board member or an employee covered by this Code of Conduct), or are unsure whether a situation poses a conflict of interest, you should immediately inform in writing your immediate supervisor, the Chief Executive Officer. Your notice should provide as much detail as possible. Review of the situation in advance can protect you and ATMH from any appearance of self-dealing.

Actual or potential conflicts of interest will be promptly referred to the Board of Directors for review. The Board will review all referrals and determine if a conflict of interest exists and may grant waivers of such conflicts of interest for any non-executive officer employee. Only the Board may grant a waiver of a conflict of interest for a Board member, or executive officer, or an officer covered by the Code of Ethics.

Once a conflict of interest is determined with regard to an interested-party transaction, the Board may, if it deems appropriate, hire a third-party consultant to advise them on the interested-party transaction. If it does so, the Board will meet with the third-party consultant in person, via telephone or through other communications equipment permitted in the ATMH Bylaws for meetings of the Board.

In lieu of the reporting procedure outlined above, Board members and employees may elect to report a suspected conflict of interest involving another Board member or employee to the confidential Ethics hotline. Suspected conflicts of interest will be referred promptly to the appropriate contact.

F. Public Disclosure

It is of the utmost importance to ATMH that all public communications disclosure made by the Company, and in reports and documents that ATMH files with, or submits to, the Securities and Exchange Commission, is full, fair, accurate, timely and understandable. Each Board member and employee must take all steps available to assist ATMH in these responsibilities consistent with its role within our company. In particular, you are required to provide prompt and accurate answers to all inquiries made to you in connection with ATMH's preparation of its public reports and disclosures.

G. Confidential Information

All employees of ATMH are required to sign a confidentiality and assignment of inventions agreement when they begin working for ATMH. By signing the agreement, employees agree to use our Company's proprietary information (trade secrets, financial information, etc.) only in the course of their work, and to keep all proprietary information confidential both while working for ATMH and after leaving employment with ATMH. In addition, from time to time, ATMH signs confidentiality agreements with potential business partners in which ATMH agrees that its employees will keep information disclosed by the potential business partners in confidence.

All information provided to Board members is to be treated confidentially unless told otherwise.

Employees and Board members must not discuss confidential information with anyone, including another employee or Board member, who is not authorized to receive such information, and you should take great care in discussing such information in a manner or location in which it could be inadvertently disclosed to others.

H. Securities Laws and Insider Trading

Both the law and ATMH policies prohibit individuals in possession of material information relating to ATMH or one of our business partners that has not been disclosed to the general public from receiving a benefit from such information. All Board members and employees must abide by ATMH's Insider Trading Policy. A copy of the policy is available on the Company's corporate governance website, and also is available from the Chief Executive Officer. The policy applies to any person who has knowledge of material, nonpublic information about ATMH and to those persons, such as relatives or friends, who receive such information from a person who possesses the information. If you are unsure about whether the purchase or sale of ATMH stock or a business partner's stock would violate the Insider Trading Policy, you should consult the Chief Executive Officer before buying or selling the stock.

I. Personal Use of Company Resources

You should endeavor to protect ATMH's assets and ensure their proper use. ATMH's assets, both tangible and intangible, are to be used only for legitimate business purposes of ATMH and only by Board members and authorized employees or consultants. Intangible assets include intellectual property such as:

- ï Trade secrets, patents, trademarks and copyrights;
- ï Development, business and marketing plans;
- ï Computer engineering processes, designs and databases;
- ï Other proprietary information related to ATMH's business;
- ï Company records;
- ï Salary information; and
- ï Any unpublished financial data and reports.

Unauthorized alteration, destruction, use, disclosure or distribution of ATMH assets violates this Code of Conduct. Theft, waste of, or carelessness in using these assets would have an adverse impact on ATMH's operations and will not be tolerated.

ATMH provides a multitude of office equipment for business purposes, and all information residing on this equipment and any of our communications systems is company-owned. Occasional personal use of this equipment for reasonable purposes is permitted. However, we reserve the right to suspend or revoke these privileges at any time. ATMH monitors the use of its resources to ensure that they are being used properly and in accordance with company policies. We reserve the right to search any property, personal or otherwise, on company premises at any time with or without consent when it has a reasonable belief that a violation of our company's policies or procedures has occurred.

J. Gifts and Entertainment

Board members and employees are not to make or accept any gift that reasonably gives the appearance of an improper business relationship. This policy does not apply to occasional gifts of nominal value such as a T-shirt, coffee cup, fruit basket or an occasional meal. Common sense and discretion should be your guide. In business, it is understandable that meals and entertainment are exchanged between ATMH and its customers and business partners, and these types of activities are acceptable when there is a clear business purpose and when conducted within the limits of good taste. However, excessive entertainment of any kind is prohibited. When appropriate, payment for meals and other forms of entertainment should be conducted on a reciprocal basis. If you have questions about such gifts, contact the Chief Executive Officer.

Employees and Board members are strictly forbidden from making or offering to make any payment or gift to a government official where such payments are illegal.

If you have questions about gifts and entertainment, contact the Chief Executive Officer.

K. Political Contributions

Federal law, and the laws of many states, prohibit ATMH from making any direct corporate political contributions to candidates or their campaigns, and prohibit Board members and employees from using company funds, or even company offices, telephones, postage or

stationery, to support a candidate for public office. Other states do allow some forms of corporate contributions to state and local candidates or ballot measures.

State and local governments are increasingly placing political contribution restrictions on companies doing business with government. These “pay-to-play” laws are intended to cultivate fair and open competition in government contracting and to dispel any appearance that companies are “buying” government contracts through campaign contributions. Pay-to-play laws cover not only corporate behavior, but also political contributions from Board members and executives, and their family members. These laws often have stiff penalties, including debarment from eligibility for future contracts, and criminal charges.

Only designated officers of ATMH, after pre-clearance from the Chief Executive Officer, are permitted to make or solicit political contributions, or engage in fundraising activities on behalf of ATMH or its directors or officers, all subject to applicable law, and company spending and signature authority limits. If you have questions about political contributions or fundraising, contact the Chief Executive Officer.

L. Purchasing

All purchases made by ATMH will be made on the basis of price, quality and service. All suppliers will be dealt with fairly, honestly and openly. You should not do anything that could imply selection of a supplier on any basis other than the best interest of our Company, or which could give one supplier an improper advantage over another.

M. Record-Keeping

It is critical that ATMH maintain accurate books and records of its financial performance, tax payments, payroll, expense reports, legal issues, reports to government agencies and customer files. Failure to maintain accurate records might be illegal.

N. Code of Ethics for Principal Executive Officer and Senior Financial Officers

The principal executive officer (CEO) and the chief financial officer (CFO), chief accounting officer (CAO), controller and any persons performing similar functions (each a “Senior Financial Officer”) must act with honesty, integrity and in good faith to create and promote accurate, complete and timely financial information. ATMH has a separate code of ethics for these officers, which is available from the Chief Executive Officer. Suspected violations of the Code of Ethics for the CEO and Senior Financial Officers should be reported to the Ethics hotline.

O. Human Resources

ATMH is an equal opportunity employer. The Company hires, trains and promotes all employees without regard to race, religion, creed, color, sex, age, national origin, or veteran’s status, and any other characteristic protected by applicable federal, state or local laws.

ATMH is a “drug-free” workplace. This means that we expect and require all Board members and employees to perform their duties without impairment caused by drug or alcohol abuse.

ATMH is committed to prohibiting practices that are not consistent with a positive work environment such as sexual harassment, whether of a verbal or physical nature. Any employee who feels that he or she has been a victim of sexual harassment should report the situation to his or her immediate supervisor or the Chief Executive Officer.

P. Media

Any inquiry from the media relating to ATMH should be immediately directed to the Chief Executive Officer. Any inquiry from an investor or potential investor also should be directed to the Chief Executive Officer. Board members and employees should never respond on their own to questions from the media, but can and should politely inform the caller of our policy.

Q. Anti-Retaliation

ATMH policy prohibits a Board member or employee from taking retaliatory action against another Board member or an employee who lawfully and in good faith reports suspected crimes, reports a violation of law or company policies or procedures to appropriate personnel, or provides information or assist in investigations of possible violations of law.

R. Investigation of Suspected Violations

If ATMH receives information regarding a possible violation of this Code of Conduct, the person or persons authorized to investigate those alleged violations will initiate an inquiry or investigation with respect thereto, and report the results of such inquiry or investigation to the Chief Executive Officer for action, including disciplinary action, up to and including termination. The Chief Executive Officer will report any such inquiry or investigation, and the action taken by it, to the Board.

The Company will consider changes to this Code of Conduct if necessary or desirable to prevent further similar violations and make recommendations to the Board if appropriate.

ATMH may disclose the results of investigations to law enforcement or regulatory agencies.

S. Disciplinary Actions

ATMH shall consistently enforce this Code of Conduct with appropriate discipline. The Chief Executive Officer shall determine whether violations of this Code of Conduct have occurred and, if so, determine the disciplinary measures to be taken against any non-executive officer employee of ATMH who is in violation. The Chief Executive Officer also will make recommendations to the Board for disciplinary measures to be taken against any Board member or executive officer for violations of this Code of Conduct. The disciplinary measures might include counseling, oral or written reprimands, warnings, probation or suspension without pay, demotions, reductions in salary or compensation, claw back of any incentive compensation paid

that would not have been received but for the violation, and termination of service or employment.

Persons subject to disciplinary measures may include, in addition to the violator, others involved in the wrongdoing such as (i) persons who fail to use reasonable care to detect a violation, (ii) persons who if requested to divulge information withhold material information regarding a violation, and (iii) supervisors who approve or condone the violation, or attempt to retaliate against employees or others for reporting violations or violators.

T. Waivers

The Chief Executive Officer may grant a waiver of any provision of this Code of Conduct for non-executive officer employees. Only the Board may grant a waiver for a Board member, executive officer or any officer covered by ATMH's Code of Ethics for Principal Executive Officer and Senior Financial Officers. A request for waiver must be submitted in writing and provide sufficient details to allow an informed decision to be made. Any waiver for a Board member or executive officer, if granted, must be recorded in the minutes of the Board and a separate written authorization of the waiver must be prepared and executed by the person requesting the waiver.

The Board shall review the status of all waivers for Board members and executive officers on a periodic basis to determine compliance with the terms of the waiver and the advisability of continuing the waiver.

Any waiver granted to an executive officer or Board member must be publicly disclosed in the manner required by law or regulation.

U. Amendments

Only the Board may amend this Code of Conduct. Any amendment must be publicly disclosed if and in the manner required by law.

V. Questions

After you have reviewed this Code of Conduct, if you have questions, your immediate supervisor should be able to answer most of them about the standard operating procedures that you are required to follow and provide you with complete copies of the applicable policies and procedures. If you have a question that your immediate supervisor cannot answer, you may contact the Chief Executive Officer.