

## Madison Helps You Eliminate Frustrating In-app Ads by Bringing Better Ads to Your Home Screen



Seattle, Washington, April 17, 2014 — Seattle startup Madison today announced the company is accepting signups from users wishing to participate in its private beta, set to launch this summer. Madison is an Android application that helps users eliminate frustrating in-app ads in exchange for viewing relevant content on their home screen. By displaying tailored offers and videos from popular brands directly on the home screen, users can decide when to interact. For sharing this space, users earn Google Play credits to buy ad-free versions of their favorite apps. Madison also includes a feedback toolbar that lets users Like, Dislike, Skip, or Share ads based on their preferences. The more they interact, the more relevant the ads become.

“Like many smartphone users, the mobile ads we were seeing in-app were impersonal and frustrating,” said Buddy Waddington, co-founder and CEO of Madison. “We wanted to build a mobile advertising solution that improved the mobile experience of the user, rather than interrupt it. We love the idea of rewarding users with a means to get rid of the annoying in-app ads that can be so frustrating.”

Madison has been working with national brands to ensure that the ads, deals, and videos that users see upon launch are worth putting on the home screen. During these discussions, design and relevancy have been highlighted as key elements to a successful campaign.

“We understand that home screen real estate is valuable, and that’s why we’re rewarding users for sharing this space,” said Tyler Smith, co-founder and President of Madison, “but we also believe that over time, the true value of what we’re doing will be introducing users to the best products, videos, and deals our partner brands have to offer.”

Beginning today, Madison is letting users reserve their spot for the summer beta launch. Users can sign up at <http://madisonapp.com/>.

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### About Madison

Madison lets you eliminate frustrating in-app ads by viewing relevant content on your home screen instead. Our Android widget displays ads, deals, and videos from your favorite brands on just one of your home screen pages and *you* decide when to interact. As you use Madison, you earn Google Play credits to buy **ad-free** versions of your favorite apps. For more information, please visit <http://madisonapp.com/>.

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