

**IN THE UNITED STATES BANKRUPTCY COURT  
FOR THE DISTRICT OF DELAWARE**

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In re: : Chapter 11  
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Velti Inc., *et al.*,<sup>1</sup> : Case No. 13-12878 (PJW)  
:  
Debtors. : (Jointly Administered)  
:  
-----X Objection Deadline: June 11, 2014 at 4:00 p.m. (EDT)

**NOTICE OF FIRST MONTHLY FEE APPLICATION FOR COMPENSATION FOR  
SERVICES RENDERED AND REIMBURSEMENT OF EXPENSES OF DELOITTE  
FINANCIAL ADVISORY SERVICES LLP AND DELOITTE TRANSACTIONS AND  
BUSINESS ANALYTICS LLP AS FINANCIAL ADVISOR TO THE DEBTORS  
AND DEBTORS-IN-POSSESSION FOR THE PERIOD FROM  
DECEMBER 3, 2013 THROUGH MARCH 31, 2014**

PLEASE TAKE NOTICE that Deloitte Financial Advisory Services LLP and Deloitte Transactions and Business Analytics LLP (the “Applicant”) has today filed the attached *First Monthly Fee Application for Compensation for Services Rendered and Reimbursement of Expenses of Deloitte Financial Advisory Services LLP and Deloitte Transactions and Business Analytics LLP as Financial Advisor to the Debtors and Debtors-in-Possession for the Period from December 3, 2013 Through March 31, 2014* (the “Application”) with the United States Bankruptcy Court for the District of Delaware (the “Bankruptcy Court”).

PLEASE TAKE FURTHER NOTICE that objections, if any, to the Application must be made in accordance with the *Order Granting Motion of Debtors and Debtors-in-Possession for an Administrative Order Establishing Procedures for Interim Compensation and Reimbursement of Expenses of Professionals* [Docket No. 111] (the “Administrative Order”) and must be filed

<sup>1</sup> The Debtors are the following six entities (the last four digits of their respective taxpayer identification numbers follow in parentheses): Velti Inc. (4475), Air2Web, Inc. (5572), Air2Web Interactive, Inc. (2364), Velti North America, Inc. (8900), Velti North America Holdings, Inc. (3953) and Velti US Holdings, Inc. (8299). The mailing address of each of the Debtors, solely for purposes of notices and communications, is DLA Piper LLP (US), 203 N. LaSalle Street, Suite 1900, Chicago, Illinois 60601.

with the Clerk of the Bankruptcy Court, 824 North Market Street, 3rd Floor, Wilmington, Delaware 19801, and be served upon and received by (i) counsel to the Debtors, DLA Piper LLP (US), 203 North LaSalle Street, Suite 1900, Chicago, Illinois 60601 (Attn: Richard A. Chesley, Esq.) and 1201 North Market Street, Suite 2100, Wilmington, Delaware 19801 (Attn: Stuart M. Brown, Esq.); (ii) counsel to the lenders under the debtor-in-possession financing, Simpson Thacher & Bartlett LLP, 425 Lexington Avenue, New York, NY 10017 (Fax: 212-455-2502) (Attn: Sandy Qusba, Esq. and Morris Massel, Esq.); (iii) counsel to the Committee, McGuireWoods LLP, 7 Saint Paul Street, Suite 1000, Baltimore, Maryland 21202-1671 (Fax: 410-659-4488) (Attn: James E. Van Horn, Esq.) and McGuireWoods LLP, 1750 Tysons Boulevard, Suite 1800, Tysons Corner, Virginia 22102-4215 (Fax: 703-712-5365) (Attn: David I. Swan, Esq.) and Morris Nichols Arsht & Tunnell LLP, 1201 North Market Street, Suite 1600, Wilmington, Delaware 19801 (Fax: 302-658-3989) (Attn: Gregory W. Werkheiser, Esq. and William M. Alleman, Jr., Esq.); and (iv) the Office of the United States Trustee, District of Delaware, 844 King Street, Suite 2207, Lockbox 35, Wilmington, Delaware 19801 (Attn: Benjamin A. Hackman, Esq.) by no later **than June 11, 2014, at 4:00 p.m.** (EDT) (the “Objection Deadline”).

PLEASE TAKE FURTHER NOTICE that if any responses or objections to the Application are timely filed, served and received in accordance with this notice and the Administrative Order, a hearing on the Application will be held at the convenience of the Bankruptcy Court. Only those objections made in writing and timely filed and received in accordance with the Administrative Order and the procedures described herein will be considered by the Bankruptcy Court at such hearing.

PLEASE TAKE FURTHER NOTICE that, pursuant to the Administrative Order, if no objection to the Application is timely filed, served and received by the Objection Deadline, the Applicant may be paid an amount equal to the lesser of (i) 80 percent of the fees and 100 percent of expenses requested in the Application or (ii) 80 percent of the fees and 100 percent of the expenses not subject to an objection without the need for further order of the Bankruptcy Court.

Dated: May 22, 2014  
Wilmington, Delaware

Respectfully submitted,

/s/ Stuart M. Brown

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ATTORNEYS FOR DEBTORS AND DEBTORS-IN-  
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