NEWS RELEASE

MNTN Recognized as a 2025 Inc. Power Partner Award Winner

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The annual list recognizes the leading B2B companies that have proven track records of supporting entrepreneurs and helping companies grow.

NEW YORK--(BUSINESS WIRE)-- MNTN (NYSE: MNTN), a technology platform that brings performance marketing to Connected TV, is proud to announce its recognition on the Inc. Power Partner Awards. The prestigious list honors B2B organizations that have proven track records supporting entrepreneurs and helping startups grow.

Companies on the Inc. Power Partner list received top marks from clients for being instrumental in helping leadership navigate the dynamic world of startups. These B2B partners support entrepreneurs across various facets of the business, including hiring, compliance, infrastructure development, cloud migration, fundraising, and more, allowing founders to focus on their core missions.

“The entrepreneurial journey and community are core to Inc.’s mission, and it’s a true honor to celebrate this year’s Inc. Power Partners — the companies dedicated to helping small businesses and entrepreneurs,” says Bonny Ghosh, editorial director at Inc. “Whether they’re coordinating complex marketing campaigns or reliably supporting the day-to-day infrastructure of growing companies, these honorees aren’t simply B2B providers — they are true partners in helping businesses grow and succeed.”

MNTN is the Hardest Working Software in Television™ giving marketers the ability to generate more traffic, qualified leads, and revenue by unlocking the full power of Connected TV. For B2B advertisers in particular, Performance TV has become a high-impact demand engine that fuels pipeline and drives true business outcomes on the biggest

screen in the home.

“MNTN was built to open the doors of television advertising to every business,” said Mark Douglas, CEO of MNTN. “Being recognized by Inc. validates that mission. By making TV as easy to buy and measure as search and social, we’ve helped a new wave of advertisers enter the space — 97% of brands on MNTN are running on television for the first time.”

This recognition from Inc. follows a landmark year of innovation and expansion for MNTN. The company recently introduced QuickFrame AI, its creative orchestration engine that enables marketers to generate a complete TV commercial in minutes, and expanded its Partner Program to include more than 40 leading performance marketing agencies. With continued advancements in its MNTN Matched targeting technology and the Verified Visits attribution system, MNTN continues to redefine what’s possible for advertisers on television, delivering performance, transparency, and growth at scale.

For more information or to view the complete list of honorees, visit **https://www.inc.com/power-partner-awards**.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company’s Most Innovative Companies and Next Big Things in Tech and was recently featured on the cover of INC’s Best in Business 2024 Issue. For more information, please visit **https://mountain.com/**.

About Inc.

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures, along with fellow leading business publication Fast Company. For more information, visit **www.inc.com**.

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