



ContextWeb CEO Anand Subramanian to Present at ETRE 2005 in Athens, Greece

NEW YORK – October 17, 2005 – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced that CEO Anand Subramanian will present at the 16th European Technology Roundtable Exhibition (ETRE) 2005. The convention will be held in Athens, Greece on October 16-19.

Mr. Subramanian will provide an overview of contextual advertising, ContextWeb and its patent-pending technology, ContextAd. Mr. Subramanian will also share his outlook for the future of the online advertising industry and the trends driving its growth.

In June 2005, ContextWeb announced the close of its Series B round of funding led by Udata Partners. The \$9 million round, combined with the company's initial round led by Draper Fisher Jurvetson ("DFJ") Gotham Ventures, brought ContextWeb's total equity investment to more than \$12 million.

ContextAd is the industry's first real-time and fully-automated solution and can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both content and keywords for analysis and matching, delivering unprecedented accuracy and ensuring four to six times greater likelihood that advertisements will be clicked and lead to sales.

Mr. Subramanian has 15 years of experience building and leading successful businesses and has deep domain knowledge in the Internet, product development, technology sales and consulting. Prior to founding ContextWeb, he served as Vice President of Product Development at Gobi, Inc., a home computing and Internet connectivity company. Mr. Subramanian also managed a team of technology consultants and sales staff for Mastech Systems Corporation and was responsible for national accounts such as AT&T, Bellcore and MCI. Mr. Subramanian is also the

founder of a healthcare software company in Bombay, India which he successfully ran for several years. He holds a Bachelor of Technology degree from the Indian Institute of Technology (IIT).

Who: Anand Subramanian, CEO, ContextWeb

When: Monday, October 17, 2005, 1:00 p.m.

Where: European Technology Roundtable Exhibition 2005, Athens, Greece

About ContextWeb

Based in New York City, ContextWeb provides high-precision, real-time contextual advertising solutions guaranteed to maximize the results and impact of online advertising. ContextWeb's patent-pending ContextAd is the industry's only real-time and fully automated solution that can serve contextually relevant advertisements to the most motivated potential customer in as little as 20 milliseconds. ContextAd uses both categories and keywords for analysis and matching, delivering unprecedented accuracy, dramatically extending audience reach and significantly increasing sales conversion rates. Additional information on ContextWeb can be found at www.contextweb.com.

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