



## **ContextWeb Adds Leading Financial Sites to Its Growing Publisher Network**

*USATODAY.com Money section, Silicon Investor and Other Leading Sites Added*

**NEW YORK – January 30, 2006** – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced agreements with six publishers, expanding the ability for advertisers to target advertisements across content categories such as Day Trading, Financial News, Financial Planning, Investing, Mutual Funds and Stocks. ContextWeb displays contextually relevant graphical and text advertisements across its publisher network which includes over 50 of the top 200 Web publishers. The new finance publishers include:

- USATODAY.com Money is a section of USATODAY.com, an award-winning news and information site providing visitors with more than 200,000 pages of breaking news, sports, money, life, weather, technology and travel news, all updated 24 hours a day, seven days a week. More than 9.8 million unique visitors each month turn to USATODAY.com for the latest news and information. Visitors experience comprehensive, convenient news and information from USATODAY.com through interactive features, info graphics, and multi-media functions including audio, video, chat and live Webcasts. "ContextWeb is able to provide us with ads that are relevant while optimizing our contextual revenues. It is a win for USATODAY.com and for our customers too," said Victoria Florestano, director of business development for USATODAY.com.
- TheStreet.com, Inc. is a leading provider of investment commentary, analysis and news. Founded in 1996, the company completed its initial public offering in May 1999. On the Internet, its premium, subscription-based Web site, "RealMoney.com" is accompanied by the professionally oriented subscription sites, "Street Insight," "RealMoney Pro Advisor" and the free, flagship site, "TheStreet.com." The company also produces a suite of subscription services for use by professionals and self-directed investors, each designed to help a specific segment of the investing public make better-informed investing and trading decisions. "Being in the financial news business, ContextWeb's ability to target ads on a real-time basis allows us to receive the greatest possible dollars for our pages," said Tom O'Regan, vice president of sales for TheStreet.com.
- StockHouse™ is a Web site of Stockgroup Information Systems Inc., a financial media and technology company. With over 650,000 unique visitors and 60

million page views each month, StockHouse is a leading online financial media property and the largest online community of active investors. In addition to the user-generated content of over 10 million StockHouse BullBoards™ messages, regarding North American public companies and industry sectors, investors are drawn to the site's in-depth public company research and analysis, editorial, and innovative portfolio management tools. "Our relationship with ContextWeb not only provides visitors with ads that are relevant to their interests, but it has helped us grow our online ad revenue," said Theresa McVean, director of advertising sales at Stockgroup.

- InstitutionalInvestor.com is the gateway to all Institutional Investor publications, offering selected articles from more than 40 market leading products. The site provides an overview of Institutional Investor's wide range of coverage and access to the critical market intelligence financial professionals need to stay on top of their markets and ahead of their competition. "ContextWeb is able to work across our myriad of subscription Web sites to deliver targeted graphical and text ads that contribute to our advertising bottom line," said David Minkin, associate publisher of InstitutionalInvestor.com.
- InvestorsHub is built to provide a forum for serious investors to gather and share market insights in a dynamic environment using an advanced discussion platform. The site is designed to be clean and simple, allowing users to get the real-time market information they need, quickly and easily. InvestorsHub has been online for five years and currently has over 62,000 members who have posted over 9,000,000 messages on over 4,600 boards. Its members currently write an average of more than 13,000 new messages per trading day. "ContextWeb's contextual advertising method greatly increased the relevancy of the ads displayed on our site, enhancing our capability to supply visitors to the site with information that is likely to be of interest to them," said Bob Zumbrunnen, CEO of InvestorsHub.
- Silicon Investor is a Web site for investors to keep up to date on tech-investing coverage and information. Its 483,685 registered members have posted 22,009,381 public messages since August 11, 1995. Users can browse particular subjects by selecting forums of interest and a specific subject board, a stock ticker or name in the search box, or from several screens of hot subjects, popular subjects and people.

"Contextually targeted text and graphical advertising inventory on high quality financial sites such as StockHouse, TheStreet.com and USA Today is in high demand from ContextWeb's advertisers," said Jay Sears, vice president of business development and publisher relations for ContextWeb, Inc. "By contextually targeting a page based on its content—in this case financial news, mutual funds, insurance, beginning investing, stocks or other categories, ContextWeb provides relevant advertising content for users and the greatest pay out to the publisher for its inventory."

ContextWeb's contextual advertising technology, ContextAd™, is the industry's first real-time and fully-automated solution, enabling instant analysis of Web site content and matching of contextually relevant advertisements with the highest appeal to viewers. ContextAd 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, ensuring four to six times greater likelihood that advertisements will be clicked and lead to sales.

### **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](http://www.contextweb.com).

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