



## **IAB ADDS ANOTHER 23 NEW MEMBERS**

***Lifestyle (Men's, Parenting, Gay), Hispanic, Travel, Gaming, Accounting and Ad Ops Service Providers among the Mix***

New York, NY (April 10, 2006) - Today, the Interactive Advertising Bureau (IAB) announced the addition of twenty-three new members who represent a wide array of publishers, agencies, tech providers, and interactive advertising services.

"We are extremely happy to welcome aboard a highly diverse group of new members," said Greg Stuart, President and CEO of the Interactive Advertising Bureau, "With the help of these new members and our current membership, we continue to focus on programs and initiatives that help drive the interactive marketplace forward. "

Of the new members, sixteen are new general members and seven are new associate members.

IAB General Membership is open to companies that sell any form of interactive advertising, including online, email, wireless, interactive television or other emerging platforms. IAB Associate Members are those companies whose business supports the sale of interactive advertising and marketing. IAB Members are involved in driving the interactive marketplace forward through the creation of industry standards and guidelines; groundbreaking research; member products and services and events.

### **New General Members include:**

- Adscape Media, [www.adscapemedia.com](http://www.adscapemedia.com)
- Cendant Travel Distribution, [www.orbitz.com](http://www.orbitz.com), [www.cheaptickets.com](http://www.cheaptickets.com), and [www.away.com](http://www.away.com)
- Dennis Digital/Maxim Online, [www.maximonline.com](http://www.maximonline.com)
- Double Fusion, Inc., [www.doublefusion.com](http://www.doublefusion.com)
- Kaboose.com, [www.kaboose.com](http://www.kaboose.com)
- LPI Media, [www.advocate.com](http://www.advocate.com), [www.out.com](http://www.out.com), and [www.outtraveler.com](http://www.outtraveler.com)
- MallTV, [www.malltv.com](http://www.malltv.com)
- OGaming Network, [www.ogaming.com](http://www.ogaming.com)
- Operative, [www.operative.com](http://www.operative.com)
- Perfect Market, [www.snap.com](http://www.snap.com)
- Prospectiv, [www.prospectiv.com](http://www.prospectiv.com)
- QuePasa, [www.quepasa.com](http://www.quepasa.com)
- Six Apart, [www.sixapart.com](http://www.sixapart.com)
- Terra Networks, [www.terra.com](http://www.terra.com)
- Traffic.com, [www.traffic.com](http://www.traffic.com)
- Waterfront Media, [www.waterfrontmedia.com](http://www.waterfrontmedia.com)

### **New Associate Members:**

- ContextWeb, [www.contextweb.com](http://www.contextweb.com)
- Enlighten, [www.enlighten.com](http://www.enlighten.com)

- LatinThre3, [www.latin3.com](http://www.latin3.com)
- Operative, [www.operative.com](http://www.operative.com)
- PricewaterhouseCoopers, [www.pwc.com](http://www.pwc.com)
- Root Markets, [www.root.net](http://www.root.net)
- TARGUSinfo, [www.targusinfo.com](http://www.targusinfo.com)

**About the IAB:**

Founded in 1996, the Interactive Advertising Bureau ([www.iab.net](http://www.iab.net)) represents over 250 leading interactive companies that actively engage in, and support the sale of interactive advertising. IAB members are responsible for selling over 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices; fields interactive effectiveness research, and educates the advertising industry about interactive advertising.