



contextweb.com

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## **Marshall Cohen joins ContextWeb's Board of Directors**

*Former Senior Vice President at AOL Time Warner will also provide leading contextual advertising company with media and marketing advice*

NEW YORK CITY, May 3, 2007—ContextWeb, Inc., a leading contextual advertising company, announced today that Marshall Cohen has joined its board of directors. Cohen, a former Senior Vice President at AOL Time Warner, will also provide ContextWeb with media and marketing advice.

“Marshall brings over 25 years of key management experience to ContextWeb,” said Anand Subramanian, CEO of ContextWeb, Inc. “Ranging from the early days of MTV Networks and its meteoric rise to the summit of youth cultural consciousness to extensive media consulting and advisory services, Marshall provides unique and valued experience to ContextWeb.”

Marshall Cohen is a Member of the Pilot Group, a New York-based private equity firm. He also serves in an advisory capacity to several media and media research companies including, The Oxygen Network, Interactive Media Measurement, Inc. and OTX Research, among others.

Cohen was most recently Senior Vice President at AOL Time Warner, responsible for directing the combined company's marketing and consumer marketing research initiatives. He originally joined America Online, Inc. in 1998 as Senior Vice President of Brand Development.

From 1992-1998, he was President of Marshall Cohen Associates, an entertainment and media research and consulting company. Prior to that venture, Cohen spent 12 years and was a member of the original management team at MTV Networks, where he won a Clio Award in 1984 for the famed “I Want My MTV” advertising campaign.

Cohen earned his BA in Speech Communication from the Pennsylvania State University, and his Masters degree from the University of Florida.

### **About ContextWeb**

As of March 2007, ContextWeb is the 27<sup>th</sup> largest ad-supported property according to comScore Media Metrix (March 2007) with more than 350 advertisers and 1,000 publishers. It reaches more than 54 million unique visitors.



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In addition, the Company announced on May 1, 2007 that it will open the first true online advertising exchange: ADSDAQ™ (<http://www.adsdaq.com>). This exchange provides pricing control—the ability to set a firm “Bid” or “Ask” price—to all traders (publishers and advertisers).

Founded in 2000, ContextWeb publisher and advertiser partners include more than 100 of the comScore top 250 properties and 12 of the top 15 Advertising Age interactive agencies. The Company's patent-pending, real-time page-level technology (ContextAd) delivers advertisers the desirable qualities of site specific buying with efficient pricing and extensive reach. ContextWeb investors include leading venture capital firms Draper Fisher Jurvetson and Update Partners.

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