



ContextWeb Joins The Network Advertising Initiative

Membership To Address Privacy Concerns and Build Consumer Trust Online

NEW YORK – March 15, 2006 – ContextWeb, a leading provider of high-precision, real-time contextual advertising solutions, today announced that it has become an associate member of the Network Advertising Initiative (NAI) to help further guard consumer's online privacy. ContextWeb fully supports the NAI's initiatives to address public policy and educational concerns related to consumer protection issues in emerging media.

The NAI, a cooperative group of online marketing, analytics, advertising and email companies, is dedicated to promote and protect responsible online marketing practices and has worked with the Federal Trade Commission to develop a set of privacy principals to which member companies must abide by. As an effective advocate in ongoing debates on privacy and spam, the NAI will be tackling the issues of adware/spyware and online affiliate marketing in the coming months.

"As an online advertising company, it is important for ContextWeb to show its support of Web user privacy," said Anand Subramanian, chief executive officer of ContextWeb.

"We applaud the NAI's advocacy and educational work with online issues such as spyware, cookies and spam, and look forward to helping contribute to consumer privacy."

About the NAI

The NAI (Network Advertising Initiative) is a cooperative group of network advertisers. The NAI's foremost commitment is to provide consumers with clear explanations of Internet advertising practices and how they affect you and the Internet itself. The NAI knows that users are concerned about their online privacy so member companies have banded together to give them the choice to .opt-out. of targeted advertising delivered by each and every NAI ad network. The NAI has worked with the Federal Trade Commission and the U.S. Department of Commerce to develop a self-regulatory regime governing NAI companies and the practice of OPM, which is sometimes called profiling. You can learn more about the NAI and their partners at www.networkadvertising.org.

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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Contact:

Sharon Carpenito
ContextWeb, Inc.
917.408.6301

scarpenito@contextweb.com

Nicole Loux
Racepoint Group
781.487.4617

nloux@racepointgroup.com