



contextweb.com

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Online Advertising Exchange ADSDAQ™ Introduced by ContextWeb

“Bid” and “Ask” Pricing Control to All Market Traders for First Time

NEW YORK CITY, May 1, 2007—ContextWeb, Inc., a leading contextual advertising company, announced today 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).

“Successful exchanges have always provided traders the ability to place a firm ‘Bid’ or ‘Ask’ price,” said Anand Subramanian, CEO of ContextWeb, Inc. “The online marketplace is now ready for a true exchange. By including advertisers and publishers of all sizes, ADSDAQ creates a more scalable marketplace for premium advertising inventory across the entire internet.”

In other exchange and network businesses, publishers are not permitted to set an “Ask” price but receive a revenue share of the “Bid” price from the advertiser. This model only allows for a remnant inventory pool and inhibits market volume and liquidity.

ContextWeb will trade (buy and sell advertising) on behalf of its existing network advertiser and publisher clients when the exchange formally opens this summer. ADSDAQ will open a self-service trading desk to all publishers upon launch and a similar trading desk to advertisers later this year.

“Having successfully implemented and run millions of media dollars through a bid and ask model for the past year, ContextWeb is now ready to accommodate everyone who wishes to buy and sell media online via the ADSDAQ exchange,” said Mr. Subramanian.

ContextWeb is the 27th 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 monthly.



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About ContextWeb

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 Updata Partners.

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