

Publishers Getting Just-In-Time Inventory to Increase Their Reach as ContextWeb's ADSDAQ Exchange Reach Extension Program Achieves Record Growth

NEW YORK (December 4, 2008) More than 20 publishers including SmartMoney, The Parenting Group, Investor's Business Daily, Fast Company, Inc, and Broadcast Interactive Media have pushed ContextWeb's ADSDAQ Exchange Reach Extension Program to record size as they buy additional, targeted reach for specific campaigns.

The Reach Extension Program helps publishers and agencies add extensive, targeted reach with ContextWeb's page-specific targeting by finding similar unique users to add to existing advertiser campaigns or to help pitch larger advertising programs upfront. The program eliminates inventory holding cost for publishers and is essentially risk free since publishers buy on the exchange only when they have a specific need for additional audience and content.

Publishers bid for specific inventory from the ADSDAQ Exchange to create compelling ad packages for advertisers and deliver more value. SmartMoney for example, was able to build off its established base of 2,400,000 unique users by acquiring reach from some 58 million unique users that comprise ADSDAQ's Finance & Money category as well as target specific users that have visited their site.

Within 24 hours of implementing the Reach Extension tracking pixel on its site, SmartMoney immediately began finding its users on the ADSDAQ Exchange. Several of SmartMoney's advertisers have begun Reach Extension campaigns based on the acquired users and the company says that as a result of partnering with ContextWeb they have been able to create an additional revenue stream.

"There are a number of features we particularly like about ContextWeb's Reach Extension Program on the ADSDAQ Exchange," says Michael Kuntz, Director of Digital Strategy at Smart Money. "It gives us the ability to target down to the page level and retarget users that have already been to the Smart Money website. There are no complicated new systems to learn, our sales team could begin selling immediately and there's been a direct impact on advertiser reach and performance."

"Our Reach Extension program offers Publishers an out-of-the-box solution to extend their reach on an as needed basis without incurring all the upfront time and cost to recruit sites to build their own network. And by using our unique contextual technology to scan every page, we are able to ensure that the Publisher extends their reach in a brand safe environment," says Shanthi Sarkar, ContextWeb's Chief Product Officer. "We have more publishers participating than at any time since we launched Reach Extension early this year."

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advertisers and publishers have complete control. The exchange's **ContextWeb, Inc.** (<http://exchange.contextweb.com>) was founded in 2000 and launched the ADSDAQ Exchange in 2005. It is the only online exchange where both advertisers and publishers have complete control. The exchange's patent-pending, page-level contextual technology offers advertisers efficient pricing and extensive reach, making inventory on the exchange "brand-safe" and comparable to a site-specific or portal buy. The ADSDAQ Exchange ranks among the top 25 ad-supported properties, according to comScore Media Metrix, and reaches +113 million monthly unique visitors (October 2008). The exchange includes more than 400 advertisers, including all of the top 10 marketing organizations, and more than 9,000 publishers. In 2008, Deloitte's New York Region Technology Fast 50 recognized ContextWeb as the 16th fastest growing company in the New York area. The company's investors include leading venture capital firms Draper Fisher Jurvetson ("DFJ"), DFJ Gotham Ventures, Updata Partners, Investor Growth Capital and Gold Hill Capital.

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