

ContextWeb Expands ADSDAQTM Exchange to UK; Names Ross Caveille Country Manager

NEW YORK (March 20, 2008) ContextWeb, Inc., a leading contextual advertising company and operator of the ADSDAQ Ad Exchange, announced today that it has expanded operations to the UK and has hired Ross Caveille to be the ADSDAQ exchange's Country Manager, a newly-created position.

The ADSDAQ Exchange now reaches more than 93 million monthly unique visitors in the U.S., representing over 50% of the domestic online population. More than 5,000 publishers are selling inventory on the ADSDAQ Exchange. Mr. Caveille's mission will be to sell UK inventory that is available from sites on the ADSDAQ Exchange and help advertisers reach the exchange's audiences of UK visitors.

"The ad exchange concept offers real advantages to advertisers and publishers in the UK," says Mr. Caveille. "The same things that attract American advertisers to the ADSDAQ Exchange - control of their ad placement on a page-by-page basis showing ads exactly where they want, at the price they want to pay - and publishers, who can get the CPM prices they want by directing premium inventory into the ADSDAQ Exchange - are highly attractive to their counterparts in the UK."

"No ad impression is wasted on the ADSDAQ Exchange and that includes traffic from the UK. Ross will make it easy for global advertisers to target UK-centric audiences with page-level precision," says Anand Subramanian, CEO of ContextWeb, Inc. "We expect to build on the success of our UK division and expand to other European nations as the market permits."

For the past year, Mr. Caveille has been Group Account Director at DRIVEpm, Microsoft (London) working with key British agencies. From July 2005 to January 2007 he was an Account Director for Mediabrokers Ltd, aQuantive Inc. and before that, Senior Integration Account Manager with AdLINK Internet Media Ltd. Earlier in his career, Mr. Caveille held sales and sales management positions with NMA Magazine, Centaur Holdings, Net Resources International and SPG Media Plc.

About ContextWeb's ADSDAQ Exchange

ContextWeb's ADSDAQ Exchange launched in 2005. (<http://exchange.contextweb.com>) The ADSDAQ Exchange 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



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the exchange comparable to a site specific buy. As of February 2008, the ADSDAQ Exchange ranks among the top 20 ad supported properties, according to comScore Media Metrix, and reaches +93 million monthly unique visitors. The exchange serves impressions from more than 400 advertisers, including all of the top 10 marketing organizations, and more than 5,000 publishers. Also in 2007, Deloitte's New York Region Technology Fast 50 recognized ContextWeb as the 17th fastest growing company in the New York area. The company's investors include leading venture capital firms Draper Fisher Jurvetson ("DFJ"), DFJ Gotham Ventures and Updata Partners.