



## **INDUSTRY VETERANS JOIN ADSAFE BOARD OF DIRECTORS**

*Company Welcomes Two New Additions to Board*

**NEW YORK, NY – October 12, 2009** – AdSafe Media, the leader in brand protection and risk management in online advertising, today announced that Don Epperson, former global chief executive officer of Havas Digital and Eric Paley, managing partner at Founder Collective, have joined the company's Board of Directors.

These additions to the board are dedicated to growing AdSafe's market share and establishing the company as the premier independent content rating and certification platform in the online advertising space. Through its proprietary firewall technology, AdSafe protects brand advertisers, enables ad networks to monitor their inventory performance and provides a third party certification of publisher site content.

"We are privileged to work with some of the best and brightest leaders in the industry and are pleased to welcome Don and Eric to our board, both of whom have strong backgrounds growing technology companies from inception," said Helene Monat, AdSafe co-founder and president. "Having such a great team in place will aid us in continuing to develop our content rating and certification technology, and allow us to support more of the world's leading brands, publishers, and agencies."

"As the industry moves from placement-based buying models to audience-based buying models, brands need assurances that content is safe, data is protected and privacy standards are followed," said Don. "Helene and her team keep brands safe and protect brand equity. I'm excited to be part of their mission."

Don Epperson served as global CEO of Havas Digital and a member of Havas Media's global executive management team for seven years before stepping down in 2009. He joined Havas in May of 2001 as part of its acquisition of HookMedia. Don founded HookMedia in 1998, raised venture funding to build what is now Artemis™ a proprietary reporting and analysis toolset, and built his interactive agency to over 90 employees with three offices across the U.S. Prior to founding HookMedia, Don spent many years in corporate and investment banking, most recently as a member of the Technology Investment Banking Group of Advest, Inc., executing mergers and acquisitions, private placements, and public offerings. Don holds an M.B.A. from the Darden Graduate School of Business Administration at the University of Virginia.

Eric Paley is a managing partner at Founder Collective, an early stage venture capital fund co-founded by Eric, David Frankel and Chris Dixon, all of whom have launched companies and led them through successful exits. Before Founder Collective, Eric was the CEO and a co-founder of Brontes Technologies, which the 3M Company acquired for \$95MM in 2006. Eric also served as a senior advisor to Flybridge Capital Partners to broaden the firm's investment activities in the information technology and medical device markets and provided guidance to the firm's portfolio



companies. Eric has been an angel investor in a number of companies including Magazine Radar, Positive Energy, TrialPay and Link Medicine. Prior to starting Brontes, Eric was the CEO and a co-founder of Abstract Edge Web Solutions, an Internet-based marketing firm focused on grassroots marketing solutions for Global 10,000 corporations and national non-profit organizations. Eric earned his M.B.A. with high distinction, as a baker scholar, from the Harvard Business School.

### **About AdSafe Media**

AdSafe Media is the rating standard for brand protection online. With AdSafe, marketers' advertising only appears on sites with content marketers deem to be consistent with their brand's image and corporate philosophy. AdSafe protects brand equity by mitigating risk of damaging brand adjacencies, reduces costs and improves response rates to campaigns across the web. For more information, visit [www.AdSafeMedia.com](http://www.AdSafeMedia.com).

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