

## **ADSAFE COMPLETES ANOTHER ROUND OF SUCCESSFUL FUNDING**

**NEW YORK, NY – October 6, 2009** – AdSafe Media, the leading rating standard for brand protection online completed its latest round of investor funding last month by filing an update with the SEC. In the October Regulation D filing the company reported an investment of \$2,500,000.00 (USD). The funding comes from a combination of select Angel investors and Founder Collective, a venture fund based in Somerville, MA.

We believe the investment community's support in this round of capital raising is validation of a strong market for AdSafe's services and technology. AdSafe is well positioned to use this funding to advance and grow our suite of product offerings and services.

“Our team has been driving forward with a new and innovative approach to address issues concerning brand protection and the need for online content certification and standardization,” said Helene Monat, president of AdSafe. “Throughout the process we've been fortunate to have support from a number of established financial backers with experience in technology solutions.”

In the past few months we have grown our organization and are making significant progress towards launching our product. The filing with the SEC is part of our ongoing activity as we prepare to help brands implement safe and successful advertising strategies online. Please stay tuned for more information from AdSafe in the coming months by visiting [www.adsafemedia.com](http://www.adsafemedia.com)

### **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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