



ADSAFE ENHANCES BRAND PROTECTION PLATFORM

AdSafe and RuleSpace Announce Partnership to Protect Brand Advertisers

NEW YORK, NY – November 2, 2009 – AdSafe Media, the leader in online advertising brand protection and risk management, today announced a partnership with RuleSpace in the development of AdSafe’s portfolio of Industry Protection Solutions. AdSafe offers the industry’s first independent, preventative brand protection solution which allows brand advertisers and agencies to prevent negative advertising associations from compromising brand equity or media efficiency. RuleSpace’s categorization technology will add increased precision to AdSafe’s content rating methodology, allowing AdSafe to provide industry-specific brand protection and regulatory compliance.

AdSafe Co-Founder and President Helene Monat commented, “We’re excited about the increased capabilities this partnership will afford. We believe in utilizing proven best-in-class third-party solutions in combination with our proprietary heuristic technology. Following several months of exhaustive testing we have found that RuleSpace’s highly accurate and scalable categorization technology will provide yet another layer of analysis for our platform. We are now able to broaden our services to include brand protection for individual industry needs, preventing such issues as off-label advertising for pharmaceutical marketers or marketing to minors for consumer product companies.”

“We have been impressed by AdSafe’s vision for brand marketers to have better control over the content adjacent to their advertising,” said James Dirksen, Managing Member of RuleSpace. “Having premier brands such as tier-one mobile networks operators, ISPs and computer security companies as customers at RuleSpace has made us sensitive to the need for online media to provide the same brand security as offline channels. The AdSafe vision of an independent content rating service which can actually stop ads from being shown in brand destructive environments is an exciting one and RuleSpace is delighted to be part of the underlying technology.”

As the only brand protection platform unaffiliated with a specific ad-network or other service provider, AdSafe is uniquely positioned to increase the safety and efficiency of online advertising. Through this partnership with RuleSpace, AdSafe has strengthened its competitive position in an increasingly relevant segment of the online advertising industry.

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, objectives 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.

About RuleSpace



RuleSpace is the World's leading provider of OEM categorization technology providing the fastest, most accurate categorization solutions available. RuleSpace solutions are used to power Parental Controls for ISPs and Mobile Data Providers, Enterprise Filtering, Safe Search, and Contextual Advertising.

RuleSpace offers URL databases, real-time recognition solutions, and human editorial services. Its solutions currently offer protection to over 200 million users worldwide. RuleSpace is a privately-held and headquartered in Beaverton, Oregon with offices in the United Kingdom. For more information, visit www.rulespace.com.

###