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ADSAFE ANNOUNCES ROSTER OF STRATEGIC NETWORK PARTNERS
EXPANSIVE LIST OF PARTNERS ENABLES INCREASED BRAND-SAFE DISPLAY ADVERTISING

NEW YORK, NY – March 23, 2010 – AdSafe Media, the rating standard of online media, today announced an expanded list of key partnerships that secure the company’s position as the market leader in preventative brand protection for the display advertising industry. Through these partnerships, AdSafe will enable its partners to control the placement of display advertising via its Content Rating System and Brand Safety Firewall.

AdSafe’s Content Rating System is a standardized measurement platform which rates the brand safety of content on individual web pages, allowing brands, agencies, networks and publishers to ensure that display advertising only appears adjacent to appropriate online content.

Premium partners utilizing AdSafe to help ensure brand protection include: AudienceScience, Break Media, Collective, Invite Media, Kitara Media, Media6Degrees, MediaMath, Ourstage, Rocket Fuel Inc, Scripps Networks, Traffic Marketplace and [x+1].

“We are proud to announce a list of partners that are all true innovators in the display advertising space,” said Kent Wakeford, Co-Founder and EVP of AdSafe. “These partnerships signify how essential brand safety has become to the industry as a whole.”

Key to AdSafe’s offering is its ability to prevent ads from appearing in inappropriate contexts via its Brand Safety Firewall, which integrates directly into the existing ad-serving process. The Brand Safety Firewall allows brands and agencies to choose which impressions are blocked from being served based on their brand guidelines. This approach offers a more proactive solution than ad verification, which provides post-campaign auditing and reconciliation tools.

“Eliminating brand adjacency problems is essential in today’s display industry and is why AudienceScience proactively manages our network by identifying and resolving issues for our clients and publishers. We are partnering with AdSafe as an element of The Audience Gateway™, our integrated audience platform to enhance our comprehensive, preventative brand safety measures,” commented Jeff Hirsch, President & CEO of AudienceScience.

AdSafe’s page-level analysis is essential to networks looking to maximize reach while simultaneously protecting brand advertiser clients across user-generated content and social media sites. Given the volatility of brand safety in these contexts, only page-level analysis can provide the reach demanded by premium brand advertisers.



“Brands today can’t afford to take a chance on diluting their value and damaging their market reputation by having their ads appear next to inappropriate content,” said John Nardone, Chairman and CEO of [x+1]. “That’s why we felt it was important to partner with AdSafe in order to provide our clients with the unmatched security and protection of the Brand Safety Firewall and Content Rating System.”

“AdSafe has eliminated concerns about advertising on social media for networks and brands alike,” said Andrew Pancer, Chief Operating Officer of Media6Degrees. “By providing brand protection at the page level, brands can simply keep the safe impressions and eliminate the problematic ones.”

AdSafe’s expanded list of partners signals an ongoing initiative by industry leaders to provide brand-safe display advertising to agency and brand advertisers. These partnerships also add momentum to AdSafe’s growing suite of products, developed to provide brand safety solutions for all members of the display advertising industry.

About AdSafe Media

AdSafe Media is the rating standard of online media. AdSafe uses proprietary algorithmic modeling and human verification to rate the brand safety of content on commercially supported web pages via the AdSafe Content Rating System. AdSafe’s Brand Safety Firewall enables Brands, Agencies and Ad-networks to prevent advertising from appearing on publisher web pages that do not conform to brand guidelines. AdSafe’s Content Monitoring Platform enables Ad-Networks and Publishers to identify and segment problematic site content, increasing monetization of display inventory. AdSafe is headquartered in New York, NY with operations in San Francisco, CA and London, England. For more information visit www.AdSafeMedia.com.

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