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iCrossing Implements AdSafe Brand Protection for Display Advertisers

Preventative Technology Enables Brand Safe Display Strategies for Premium Brand Advertisers

New York, NY – May 25, 2010 – AdSafe Media, the rating standard of online media, today announced a partnership with iCrossing (<http://news.icrossing.com>), a global digital marketing agency, to provide preventative brand protection for clients across all online display advertising campaigns.

AdSafe’s Brand Safety Firewall ensures that only ad placements compliant with brand guidelines and insertion orders are served. AdSafe technology will enable iCrossing to execute brand safe display advertising campaigns for their premium brand advertisers, while maximizing the reach and efficiency of campaign spend.

“Many of our clients have invested heavily in innovative display tactics – including search and site retargeting and social targeting – as part of their overall performance display marketing programs,” said Dax Hamman, vice president of display media at iCrossing. “Still, any display tactic that includes media bought from media exchanges carries with it an increased risk of aligning the brand against unfavorable content. With AdSafe, we see a way to combine innovation with preventative protection for display advertising.”

“iCrossing has a proven track record of developing relationships between consumers and brands across digital channels. This partnership allows iCrossing to continue to drive these connections while maintaining the level of brand safety and protection that is demanded by brand marketers,” commented Kent Wakeford, Co-Founder and EVP of AdSafe.

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 Santa Barbara, CA and London, England. For more information visit www.AdSafeMedia.com or follow @AdSafe on Twitter.

About iCrossing

iCrossing is a global digital marketing agency that combines talent and technology to help world-class brands find and connect with their customers. The company blends best-in-class digital marketing services — including paid search, search engine optimization, Web development, social media, mobile, research and analytics — to create integrated digital marketing programs that engage consumers and drive ROI. iCrossing’s client base includes such recognized brands as Epson America, Toyota, Travelocity and 40 Fortune 500 companies, including The Coca-Cola Company and Office Depot. Headquartered in Scottsdale, Arizona, the company has 550 employees in 12 offices in the U.S. and Europe. For more information, please visit www.icrossing.com.