

ADSAFE MEDIA ANNOUNCES SKILLED ADVISORY BOARD AND MANAGEMENT TEAM

Online Content Rating and Certification Company Addresses Challenges Facing Online Advertising

NEW YORK, NY – October 1, 2009 – AdSafe Media, the rating standard for brand protection online, today introduced its Advisory Board. The board will be supporting an experienced management team to advance AdSafe’s progress with new partnerships and customer deals.

AdSafe is the only third party, independent company that offers content rating, certification, and a proprietary firewall technology to protect brands. Given the positive reaction and market validation from all key constituents in the online advertising ecosystem, the company has also strengthened its management team.

“The team assembled includes media industry powerhouses, entrepreneurs, marketing experts and online advocates,” said Helene Monat, AdSafe co-founder and president. “These individuals will help us accelerate our services to the marketplace and strengthen our leadership role as the brand protection and content certification standard.”

Advisory Board members include:

Geraldine Laybourne

Geraldine is the co-founder of Oxygen Media, a 24-hour cable television network for young women. She served as chairperson and CEO of Oxygen Media until she sold it to NBC Universal in 2007. She served as president of Disney/ABC Cable Networks (from 1996-1998) where she ran cable programming for the Walt Disney Company and its ABC subsidiary. She also led the team that created Nickelodeon and “Nick at Nite” in the 80s and 90s. Geraldine was ranked No. 1 among the 50 most influential women in the entertainment industry by *The Hollywood Reporter* in 1996 and named one of the 25 most influential people in America by *Time* magazine that same year.

Jon Mandel

Jon has most recently been CEO of NielsenConnect, a change-forcing unit of the Nielsen Company responsible for connecting all of the different information resources across Nielsen. Prior to this corporate role, Jon was chief of strategic solutions for GroupM, one of the world’s largest media communications companies. Before GroupM, he was chairman of MediaCom US. He joined Grey Advertising in 1974 and by 1979 was promoted to vice president/director of national broadcast, where he remained until MediaCom’s formation in the U.S. in 1997. During his years at MediaCom, he advised numerous accounts in various roles including co-managing director, chief negotiating officer, co-CEO, co-CEO of MediaCom Latino, chief global buying officer of MediaCom Worldwide, in addition to his role as chairman of MediaCom US.

Nishant Mani

Nishant runs online advertising for Capital One's US Card businesses, with a focus on lead generation, direct marketing and acquisitions. He has extensive experience with data-based online advertising solutions and analytics, and has partnered with many established and emerging digital firms. He is currently leading Capital One's charge to leverage varied online-offline consumer information in designing targeted advertising campaigns. Prior to his online life at Capital One, he gained rigorous expertise in the company's information-based strategy across many lending practices. He has also conducted multiple engagements in the entertainment industry in companies such as MTV Networks, Warner Music and Sony BMG, focusing on business development and digital strategy.

Marta Martinez

Marta is the EVP of global business development at HAVAS, one of the top three global agency holding companies. She works closely with the group's executive and operational management on identifying and executing strategic development opportunities across Havas Digital. Her breadth of marketing experience grew from her work in several different business units within the Havas Media group across Europe, Latin America and the U.S. Prior to joining MPG, Marta was a management consultant for marchFIRST in the U.S. and Cluster in Europe, where her observations and insights were sought by clients including The Walt Disney Company, AT&T, Universal Studios, Aprilia, Planeta Publishing and the city of Bilbao.

Joseph Plummer

Joseph is a professor of marketing at Columbia University's School of Business. Prior to taking an academic title, Joseph was executive vice president, director of research and insight development for McCann-Erickson WorldGroup and a member of the firm's executive committee and board of directors. Before this, he was director of brand strategy on global accounts for McCann-Erickson WorldGroup. His responsibilities included helping global clients develop brand vision and values, creating growth strategies for the future and developing communication strategies to build brand equity. Prior to joining McCann-Erickson in 1997, Joseph was vice chairman and worldwide planning director at DMB&B advertising and a member of the DMB&B board of directors and the executive committee.

Professor Foster Provost

Foster is a Professor at NYU's Stern School of Business, where he holds an NEC faculty fellowship and a Paduano fellowship in business ethics. His research and teaching focuses on data mining, machine learning, network analysis, and social-network marketing. Foster is also editor-in-chief of the *Journal Machine Learning*. He has written over 100 technical papers, tutorials, and patents, and has applied machine learning technologies to many business and government applications, including fraud detection, counterterrorism analysis, on-line advertising, targeted marketing, network diagnosis, and customer contact management.

Julie Roehm

Julie is a marketing strategy consultant that works with all industries and segments to

provide strategic insight, planning and execution particularly in the areas of marketing, new media, insight and positioning. She is a frequent contributor on Fox Business News regarding consumer insights, marketing strategies and performance results. She was most recently the senior vice president of marketing communications for Wal-Mart Stores. Prior to this, Julie was the global director of marketing communications for Chrysler Group, responsible for all branded marketing for the Chrysler, Jeep and Dodge brands

Management Team:

Helene Monat, Co-Founder and President

Helene was previously the president of Catalina Marketing, the first data marketing company to leverage bar scan data at scale and one of the original behavioral targeting companies. While at Catalina, she led sales efforts, growing revenue from \$2 million to IPO. After leaving Catalina, Helene was recruited by Lazard Frères to turn around one of their troubled portfolio companies, MTS. As CEO, starting with a staff of five people just after the 2001 recession, she quickly grew MTS to \$50 million in profitable revenue serving 200 pharmaceutical brands. In 2008, Helene also led the transaction bringing WebMD into the firm as a minority investor.

Kent Wakeford, Co-Founder and Chief Revenue Officer

Kent has over 12 years leadership experience in digital and social media including structuring hundreds of digital media partnerships with value in excess of \$1.25 Billion. Most recently, Kent served in a senior role at Clearspring Technologies helping to grow its reach to over 330 million monthly unique visitors and develop one of the largest social media networks. Prior, Kent spent over five years at AOL as a vice president facilitating relationships with more than 250 brands and resulting in revenues in excess of a billion dollars to AOL. He also represented AOL on the Interactive Advertising Bureau (IAB) task force to negotiate and publish the AAAA's industry standard terms and conditions. Wakeford currently serves on the advisory board of Watercooler, Inc., the leading application for sports and TV entertainment, and is an advisor to OpenX Technologies, the leading open source ad serving platform and network.

Will Luttrell, Co-Founder and Chief Technology Officer

Will has been a pioneering developer innovating on behalf of such firms as American Express, Dun and Bradstreet and the Better Business Bureau for the past ten years. He was an early open source advocate in the corporate environment and has a record of architecting technical solutions for complex, extremely high volume, mission critical functions using open source technology and commodity hardware. Most recently, he led the effort at Connexus to rewrite the backend processing of one of the largest behavioral ad servers in the world while contributing to that firm's strategies concerning optimization, taxonomy and compliance in their core ad serving business.

David Hahn, Vice President, Product Development

David was most recently an executive with Safenet's digital media services group, the leading provider of digital protection and measurement services. There he was responsible for managing the group's portfolio of digital asset protection services and transforming the portfolio to take advantage of the emerging opportunities in digital

media distribution at major studios, record labels and publishers. Prior to SafeNet, David was responsible for the product management and product strategy for North America and Asia Pacific markets at MessageLabs, one of the world's largest software-as-a-service messaging security organizations. Before MessageLabs, David ran the product management and marketing for Mail.com, a consumer webmail service. David has worked with a number of startups and mature technology organizations and brings over a decade of executive product management, marketing and strategy experience to AdSafe.

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.

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