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## **VIVEK SHAH JOINS ADSAFE ADVISORY BOARD**

*DIGITAL MEDIA ICON STRENGTHENS ADSAFE PUBLISHER PRODUCT STRATEGY*

NEW YORK, NY – March 11, 2010 – Today, AdSafe Media, the rating standard of online media, announced the addition of Vivek Shah to its advisory board. Mr. Shah is an icon of the digital media industry, having most recently served as Group President, Digital for Time Inc.’s news, business and sports properties. The addition of Mr. Shah signals the initiative by AdSafe to expand its strategic focus to include digital publishers.

“Vivek has led innovation across the digital publishing industry for over a decade and we are delighted to have his strategic insight informing our publisher oriented products. Now that our Publisher Monitor product has completed a success technical beta test, we are moving aggressively towards launch in order to provide publishers with the same brand safety tools that we are currently providing to brands and agencies. Vivek’s guidance will be instrumental in defining our product suite for publishers,” commented Helene Monat, co-founder and President of AdSafe.

During his 15-year tenure at Time Warner Inc., Mr. Shah oversaw some of the company’s largest digital properties, including Time.com, CNNMoney.com and SI.com; served as the President of Fortune and Money magazines; and was the chief architect of CNNMoney.com, the web’s largest financial publisher. Mr. Shah has been named Online Publisher of the Year by MIN and Innovator of the Year by BtoB’s Media Business. He was also named to Folio magazine’s Thirty under 30 list and Crain’s Forty under 40 list.

“AdSafe is leading a key strategic effort in the digital space: providing the necessary assurances of brand safety that will accelerate the movement of advertising dollars to display advertising. AdSafe’s approach of providing a standardized, independent rating system for publisher content allows advertisers and publishers alike to make informed, responsible and efficient decisions. I am excited to help drive the mainstream adoption of AdSafe’s services,” commented Mr. Shah.

### **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](http://www.AdSafeMedia.com).