



PUBMARKETPLACE.COM LAUNCHES FOR WEBSITES DISSED BY GOOGLE ***Revenue-Generating Widgets Now Available To All Web Publishers***

May 19, 2009, New York, NY – adMarketplace, Inc. today launches pubMarketplace.com, a site that offers revenue-generating widgets to web publishers and bloggers of all sizes.

While Google continues to cut payouts to publishers in its Content Network, pubMarketplace.com offers web publishers high-yielding Pay Per Click ad units.

“pubMarketplace is a great alternative for publishers who are forced to choose between declining Google yields and running CPA ads,” adMarketplace CEO Jamie Hill said.

Jason Hinkin of real estate listings site Movoto.com said, “pubMarketplace allows me to fully monetize my site and stop getting squeezed by Google AdSense.”

pubMarketplace.com's innovative pubTools – including an Ad Tag Cloud, Search Box, and Text Ad Box – generate revenue for publishers while enhancing user experience and delivering quality traffic to adMarketplace advertisers.

“Performance marketers do not have to buy Pay Per Click traffic only from search engines and branded web properties in order to achieve their goals. Many long-tail publishers have excellent traffic and they are partnering with pubMarketplace.com because we compensate them accordingly,” adMarketplace President Adam J. Epstein said.

The three pubTools are easy to install and can be customized to fit any website's design:

- The Ad Tag Cloud places contextually-relevant keywords in an ad unit on the page, allowing users to view a selection of offers by rolling over a keyword or phrase. This leads to high conversion rates for advertisers, while enhancing the user experience offered by publishers.
- The Search Box pubTool enables publishers to monetize type-in queries without losing the user traffic to a search engine. pubMarketplace's Search Result Page overlays the publisher content in the same browser. This allows users to interact with the results, and then return to the site.
- The Text Ad Box pubTool contains multiple relevant text ads in a single ad unit. Like all pubTools, the Text Ad Box is offered with IAB-standard or custom dimensions, and its color and size can be customized to maximize user engagement.

Vernon Kalugnan, who runs a blog about nursing (vernk.blogspot.com) said "I haven't found an easier way to monetize my site. The Ad Tag Cloud uses minimal space with maximum marketing links."

adMarketplace delivers performance web traffic to over 100,000 advertisers. This deep advertiser coverage, competitive pricing, and proprietary targeting, allows adMarketplace to offer publishers competitive Revenue Per Unit yield through the pubMarketplace pubTools.

adMarketplace plans to add additional pubMarketplace pubTools in the coming months.

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adMarketplace, Inc. is a profitable and fast-growing online media company headquartered in Manhattan's financial district. Launched in 2006, adMarketplace.com delivers performance advertising for over 100,000 online advertisers across over 250,000 web properties including those powered by pubMarketplace.com. Our mission is to price pay per click advertising perfectly. For more information, please visit www.adMarketplace.com.

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