

<p>Overview</p>	<p>Founded in 2000, adMarketplace is a pay-per-click advertising platform that delivers high-performance traffic, based on real-time decisions driven by proprietary aggregate data. As a cost-effective alternative to Google, adMarketplace drives real-time action and produces exclusive traffic on thousands of premiere sites.</p> <p>adMarketplace aggregates, filters and prices more than 450 million pay-per-click advertising opportunities daily. With more than 100,000 advertisers and 250,000 publishers in its network, adMarketplace carefully analyzes its pay-per-click inventory to ensure return on ad spend (RoAS) metrics that compare favorably with search engine traffic.</p> <p>pubMarketplace provides revenue-generating ad units to Web publishers and bloggers. These ad tag clouds, search boxes, and text ad boxes generate revenue for publishers while delivering quality traffic to advertisers.</p> <p>PerformancePricer technology, used across adMarketplace’s network, uses real-time data to ensure advertisers’ bids deliver a positive return on investment by accessing the publishers best performing traffic. PerformancePricer uses proprietary data sources and algorithms to analyze behavior and traffic sources to make accurate pricing determinations.</p> <p>ClickWatch is an exclusive feature that reviews all advertising opportunities and clicks against dozens of filters before delivering traffic to advertisers - to ensure that the traffic is clean and safe.</p>
<p>Leadership</p>	<p>James W. Hill: Chairman and Chief Executive Officer Adam J. Epstein: President and Chief Operating Officer</p>
<p>Headquarters</p>	<p>New York</p>
<p>Site</p>	<p>www.adMarketplace.com</p>
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