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Specific Media Fastest Growing Online Ad Network among comScore's Top 10 Networks

#6 comScore-Ranked Specific Media Sees 31 Percent Increase in Audience Size since February

IRVINE, Calif.--(BUSINESS WIRE)--Since its debut in comScore rankings in February of this year, Specific Media has been the fastest growing online advertising network. It is now the sixth largest online advertising network and the seventh largest property on the Internet, according to the June comScore ad networks rankings published earlier this month. Specific Media has seen an almost 19 percent increase over last month alone and a 31 percent increase since its debut in February, reaching nearly 120 million unique users for a total U.S. reach of 66.3 percent.

In addition to achieving the highest growth among the top 10 ad networks in the comScore rankings, Specific Media has also engaged comScore to track campaign post-buy and ad effectiveness for advertisers. This reporting includes tracking consumer search behavior for several weeks following ad exposure to measure the effect of display advertising on search.

“This kind of tracking information is particularly relevant in high-consideration, high-cost verticals such as autos, where there is often a great deal of latency in search behavior,” said Mike Boland, senior analyst with the Kelsey Group. “This can help advertisers see where online display ads influence search behavior further down the purchase funnel when clicks, leads or conversions are generated for specific model cars and specific local dealers.”

Since Specific Media works with seven of the top 10 Fortune 500 companies and more than 200 of all Fortune 500 companies, many of them in high-consideration, high-cost verticals, this unique tracking mechanism is particularly relevant for its clients. Specific Media already offers them an unmatched ability to target audiences on more than 450 premier name brand publishers with nearly 100 percent accuracy through its patent-pending consumer targeting technologies, which combine methods such as demographic, behavioral, contextual, geographic and retargeting.

“We are happy to provide our clients with superior tracking tools in addition to our unmatched targeting accuracy and network of brand publishers,” said Tim Vanderhook, CEO and co-founder of Specific Media. “We will continue our exponential growth as we strive to become the online advertising choice of Fortune 500 companies.”

About Specific Media

Specific Media, the advertising industry's fastest-growing interactive media company, enables advertisers to target consumers based on demographics, behaviors, geographic locations, and/or

the contextual relevance of websites visited. Specific Media works with many Fortune 500 brands including seven of the top 10 companies. Specific Media's network reaches nearly 120 million U.S. monthly unique users and includes more than 450 premier brands such as: ABC, NBC, CBS, FOX, ESPN, Major League Baseball, Sportsline.com, The Weather Channel, USA Today and VIACOM. For additional information, visit www.specificmedia.com.

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At A Glance

Specific Media

Source: via Business Wire

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Headquarters: Irvine, CA

Website: <http://www.specificmedia.com>

CEO: Tim Vanderhook

Employees: 80

Organization: Private