



September 11, 2007 08:00 PM Eastern Daylight Time

CORRECTING and REPLACING Specific Media Now Ranked among comScore's Top 5 Advertising Networks

Interactive Media Company Continues Rapid Ascent in Industry Rankings

CORRECTION...by Specific Media

IRVINE, Calif.--(BUSINESS WIRE)--Third graph, third sentence should read: Specific Media's network reaches more than 125 million (sted: Specific Media's network reaches nearly 125 million)

The corrected release reads:

SPECIFIC MEDIA NOW RANKED AMONG COMSCORE'S TOP 5 ADVERTISING NETWORKS

Interactive Media Company Continues Rapid Ascent in Industry Rankings

According to August comScore rankings, Specific Media has reached a new milestone, advancing to become one of the top five advertising networks in the industry. Since debuting in the rankings in February of this year, the Specific Media network has grown 38 percent, outpacing all of the other ad networks appearing in the top 10. Specific Media currently reaches more than 125 million unique users for a total U.S. reach of 69 percent.

"We are pleased that Specific Media continues to exhibit its strength in one of the fastest-growing industries in the world," said Tim Vanderhook, CEO and co-founder of Specific Media. "The company's consistent progress demonstrates how our premium ad network, combined with our advanced targeting technologies, offers brand advertisers the ideal marketing solution to reach their key constituencies. We look forward to additional growth as this sector continues to heat up."

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 of Fortune 500 brands including seven of the top 10 companies. Specific Media's network reaches more than 125 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, USA Today and VIACOM. For additional information, visit www.specificmedia.com.

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At A Glance

Specific Media

Source: via Business Wire

Updated 01/16/2007 by company

Headquarters: Irvine, CA

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

CEO: Tim Vanderhook

Employees: 80

Organization: Private