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### **Specific Media Appoints Parker S. Kennedy to Its Board of Directors**

*Renowned FORTUNE 500® Chief Executive Officer to Contribute Vast Expertise to the Advertising Industry's Fastest Growing Interactive Media Company*

IRVINE, Calif.--(BUSINESS WIRE)--Specific Media, the advertising industry's fastest growing interactive media company, announced today that it has added Parker S. Kennedy, chairman and chief executive officer of The First American Corporation (NYSE:FAF), to its board of directors.

Kennedy, who is the recipient of numerous accolades for his role as one of the nation's pre-eminent executive leaders, was recently recognized by *Forbes* as one of America's top chief executives in the magazine's prestigious 2007 list of Best-Performing Bosses. In 2003, Kennedy was also one of only 10 executives from the nation's 500 largest companies to receive an A+ efficiency grade based on pay versus performance.

"We are pleased to welcome Park to the Specific Media team," said Tim Vanderhook, Specific Media co-founder and chief executive officer. "Our industry is evolving at a rapid pace and it is essential that we ensure our solutions continue to deliver outstanding results. Park will be an incredible asset and resource as we position our company for continued growth."

Specific Media is currently the fastest growing company in an industry that has experienced an unprecedented flurry of acquisitions. Its advertising network was recently ranked No. 7 by comScore, a leading Internet marketing research company. Every month, more than 105 million U.S. consumers are reached through Specific Media's Premium Ad Network, which includes more than 450 premier name brand publishers. Specific Media's new customer acquisitions increased by 600 percent in 2006, and its overall client retention rate was greater than 90 percent.

"Specific Media is an impressive company that has exhibited tremendous growth in the past year. It has acquired large customers, such as Ford Motor Company, and developed truly unique and innovative consumer targeting capabilities," said Kennedy. "I am looking forward to serving on the Specific Media board and helping the company build on its current momentum."

#### **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 Web sites visited. Specific Media works with 40 percent of the companies listed on the FORTUNE 500 list, including seven of the top 10 companies. No other media company gives advertisers the ability to reach their target audience online with nearly 100 percent accuracy.

Specific Media is headquartered in Irvine, Calif., with offices in New York, San Francisco, Los Angeles, Chicago and Detroit. More information on Specific Media can be found at [www.specificmedia.com](http://www.specificmedia.com).

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