



## **Ford Motor Company Signs Online Advertising Commitment with Specific Media**

### ***Continues Specific Media's String of Wins in the Automotive Sector***

IRVINE, Calif.--(BUSINESS WIRE)--Specific Media, the advertising industry's fastest-growing interactive media company, today announced it has signed an advertising commitment with Ford Motor Company for the automaker's 2007-2008 Lincoln Mercury online advertising initiatives. The upcoming campaign will serve to build brand recognition for several new Lincoln Mercury models including the new MKZ, MKX and Mercury Mariner vehicles.

"The Internet has brought a new dimension to our consumer marketing initiatives through a need to narrowly target specific customer segments and behaviors with relevant media. It is paramount for us to have the right partner to support us in our quest to maximize our efforts in this medium as we launch new campaigns," said Scott Kelly, Digital Marketing Manager at Ford Motor Company. "We are confident that Specific Media's progressive approach will give us a competitive advantage in this unique marketplace, and ultimately help us sell more cars."

After successfully using Specific Media's patent-pending demographic and behavioral targeting to better reach its users and prospective buyers last year, Ford's decision to make a 12-month media commitment -- a rarity in the online advertising space -- was based on the proven scalability, accuracy and effectiveness Specific Media delivers. The deal is a testament to Ford's satisfaction with Specific Media's online targeting capabilities, which extend well beyond traditional demographic and behavioral targeting offered by other networks.

"New car buyers visit many different types of websites, live in various locations, represent many demographic types and exhibit a variety of online behaviors. By leveraging Specific Media's extensive consumer Data Network and a suite of innovative targeting technologies, Ford has the unique ability to effectively and efficiently target the wide spectrum of potential vehicle buyers and ultimately increase our return on investment," said Larry Carney, Digital Group Director at Mediaedge:cia, Team Detroit.

Specific Media offers an unmatched ability to target audiences with nearly 100 percent accuracy through its proprietary consumer targeting technologies, which combine methods such as demographic, behavioral, contextual, geographic and retargeting. Every month, more than 90 million U.S. consumers are reached through Specific Media's Premium Ad Network, which includes more than 450 premier name brand publishers.

### **About Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With more than 280,000 employees and more than 100 plants worldwide, the company's core and affiliated automotive brands include Ford, Jaguar, Land Rover, Lincoln, Mercury, Volvo, Aston Martin and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.fordvehicles.com](http://www.fordvehicles.com).

## **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 a number of Fortune 500 brands including seven of the top 10 companies. No other media company gives advertisers the ability to reach their target audience online with nearly 100% accuracy.

Specific Media is headquartered in Irvine, California, with offices in New York, San Francisco, Los Angeles, Chicago, Dallas, Detroit, and Fort Lauderdale. Visit us on the Web at [www.specificmedia.com](http://www.specificmedia.com).