



Ownership Targeted Media

OwnerIQ Named AlwaysOn OnMedia 100 Winner

Company Selected as Technology Innovator in Online Advertising for 2009

BOSTON, MASSACHUSETTS, JANUARY 22, 2009 -- OwnerIQ today announced that it has been selected to the 2009 OnMedia 100 List. The OnMedia 100 Award is given to private, emerging technology companies in the advertising, publishing, marketing, branding and public relations spaces. OwnerIQ was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"We're proud of our fundamental innovation, Ownership Targeting, and the value we've created for consumers, product manufacturers and advertisers by building the first advertising platform based on ownership information," said Jay Habegger, OwnerIQ founder and CEO. "For millions of consumers every month, our sites deliver invaluable product support information. We help our manufacturer partners better communicate with their customers and make their products easier to use. OwnerIQ delivers results to advertisers that can only be obtained through Ownership Targeting and using the strongest behavioral signal: ownership. We're honored to have our innovations recognized and be added to the OnMedia 100 List."

OwnerIQ and the other OnMedia 100 winners will be recognized at the OnMedia 100 Conference at the Ritz Carlton, New York City, on February 2-4. This two-and-a-half day executive conference is co-presented by Forbes and will feature presentations and high-level debates from CEOs, journalists, industry experts, investors and publishing and advertising executives.

"The 2009 OnMedia 100 companies have demonstrated their tenacity even in the toughest economic conditions that the technology world has ever encountered," said Tony Perkins, founder and editor of AlwaysOn. "We applaud their success in pushing the boundaries of innovation, creating market opportunities and transforming the industry even in the earlier stages of their businesses."

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn website at <http://alwayson.goingon.com/permalink/post/30893>

About AlwaysOn

ALWAYSOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYSOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYSOn is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYSOn HOLLYWOOD, ALWAYSOn MEDIA and GOINGGREEN) and quarterly print “blogazine” by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYSOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

About OwnerIQ

OwnerIQ (<http://OwnerIQ.net>) has pioneered the concept of Ownership Targeting: target your marketing message based on what consumers own. OwnerIQ enables marketing professionals to better target their online market communications including advertising, direct marketing, and market research by using consumer’s purchase behavior. OwnerIQ acquires consumer ownership information through OwnerIQ’s Product Support Sites and through OwnerIQ’s Support Network. OwnerIQ’s Product Support Sites, visited by more than two million consumers monthly, allow consumers to easily find and store must-have self-support product information. OwnerIQ’s Support Network includes the support websites of leading consumer product manufacturers. Founded in 2006, OwnerIQ is based in Boston and is led by a proven management team of online media professionals.

Contact:

OwnerIQ, Inc.
Mary Kelly
mkelly at owneriq.net