



## **OwnerIQ Goes “Real-Time” with its Cross-Exchange MOST™ Platform**

**BOSTON, MA – October 21, 2009** – OwnerIQ, the first and only online media company to deliver customized, ownership targeted media programs, announced the availability today of its industry leading MOST™ real-time media buying platform. With MOST, OwnerIQ is now able to combine its proven and proprietary ownership targeting capabilities, with the ability to acquire inventory through real-time-bidding on each impression opportunity to deliver compelling results for its advertiser and agency partners in real-time, and across multiple ad exchanges.

“With the power to interact with multiple ad exchanges, MOST provides visibility into real-time bidding opportunities numbering in the billions each day” said Jay Habegger, Founder and CEO of OwnerIQ. “These vast sources of inventory enable us to access the specific audience that delivers the best performance for our advertiser and agency partners”, continued Habegger.

OwnerIQ provides a unique and compelling approach to behavioral ad targeting, by focusing on the delivery of media based on products people own – what consumers spend their hard earned dollars on. The knowledge of ownership continues to prove to be one of the most effective means of targeting consumers, generating over double the industry average in ad performance.

“OwnerIQ is a leader in the development of unique and compelling targeted online advertising solutions”, said Daniel Jaye, former president of TACODA and long time online advertising executive. “The industry has been striving for Real-Time Bidding across exchanges. With MOST, OwnerIQ has efficiently and elegantly made it a reality.”

### **About OwnerIQ**

OwnerIQ ([www.OwnerIQ.com](http://www.OwnerIQ.com)), an online behavioral targeting media company, pioneered the concept of Ownership Targeting: enabling advertisers to precisely target consumers across the entire ownership spectrum, from “intenders” looking to buy for the first time to long-term owners who have owned a product for years. Nothing predicts behavior as well as what a consumer actually owns.

OwnerIQ acquires consumer ownership information from its product-support site, ManualsOnline.com, visited by more than three million consumers monthly, and through its partnerships with leading manufacturers, retailers and service providers. OwnerIQ provides

brand advertisers and retailers with highly customized programs to precisely target consumers based on where they are in the product ownership lifecycle. OwnerIQ delivers its clients' ads using their leading edge ad delivery platform, MOST, which seamlessly integrates with leading ad exchanges and networks in real time.

OwnerIQ was founded in 2006 by a group of seasoned online internet advertising entrepreneurs and is backed by a consortium of leading venture capitalists. For more information, please visit: [www.owneriq.com](http://www.owneriq.com)

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