



OwnerIQ Announces Unique “Duress Shopper” Data

The Most Reliable Display Ad Data Regarding Consumers Making Duress Purchases

BOSTON, MA -- November 11, 2009 – OwnerIQ, the first and only online media company to deliver customized, ownership targeted media programs, announced today the availability of the only online display ad targeting data for consumers making duress, or demand-in, purchases. Duress purchases are those motivated by the immediate need to replace a durable good that has stopped operating, or no longer meets the immediate needs of the consumer. OwnerIQ’s data regarding duress shoppers is both accurate and unique in the industry and is sourced from the product support websites of leading manufacturers as well as OwnerIQ’s own product support site, ManualsOnline (www.manualsonline.com).

OwnerIQ has combined the power of its MOST™ behavioral targeting and media buying platform with the unique knowledge it gains from one of the largest databases of information regarding what people own. The result is a one-of-a-kind offering for those advertisers looking to capitalize on the knowledge. With its MOST platform, OwnerIQ has the unique ability to both identify millions of these potential duress shoppers across the web, coupled with the ability to target them in real-time, and the advertiser has the benefit of knowing that every impression served is to someone who has been identified as a potential duress shopper.

“The knowledge of what people own, and the context in which we gather that information, places us directly at the intersection of people who are looking to replace products and advertisers who are looking to sell products,” said Jay Habegger, Founder and CEO of OwnerIQ. With OwnerIQ’s proprietary data and media buying capabilities, retailers for the first time can now message consumers online as they begin the duress replacement cycle.

“Media Contacts has used OwnerIQ’s duress shopper information with success for some of our top clients,” said Tom Penque, Group Account Director at Media Contacts, a leading interactive agency. “It provided us unique and targeted access to individuals who were more likely to be in the market for our client’s products”, he continued.

OwnerIQ’s Duress Shopping solution is available to retailers and other advertisers by category or product type. For example, a retailer can focus their messaging on consumers that are in-market

duress shoppers for major appliances, such as a washing machine, or, alternatively, a retailer can focus on the duress category generally and look to drive traffic to its site across multiple product categories.

About OwnerIQ

OwnerIQ (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

Contact:

Mary Kelly
OwnerIQ, Inc.
mkelly@owneriq.com
866.870.2295