



OwnerIQ Expands Efforts to Address the Online Needs of Manufacturer and Retail Market

Hires Former CE, Appliance and Retail Executive –

Forms Industry Advisory Board

BOSTON, MA – November 19, 2009 – OwnerIQ, the first and only online media company to deliver customized, ownership targeted media programs, announced today the hiring of Doug Kelly as Vice President of Retail & Manufacturer Business. Doug will oversee the ongoing development of new and innovative offerings which combine the specific needs of manufacturers and retailers with the unique targeting and on-demand access to advertising inventory enabled by OwnerIQ. Mr. Kelly has over 30 years experience working for such top retailers as PC Richard & Son, Tops Appliance, Newmark and Lewis, and Best Buy, and as former COO and EVP at HADCO, one of the nation's largest premium appliance distributors.

Along with the announcement of the arrival of Mr. Kelly, OwnerIQ also announced the formation of its Manufacturer and Retailer Advisory Board, which will extend its breadth, experience and relationships among top manufacturers and retailers and further ensure the effectiveness and execution on OwnerIQ's dedicated efforts to bring cutting edge media buying solutions to its partners. In addition to Mr. Kelly, the initial members of the OwnerIQ Manufacturer and Retailer Advisory Board include:

E. Kent Baker: Former CEO and President of Hyperion, Inc.; President, Jacuzzi Whirlpool Bath; and numerous leadership roles at Maytag Appliances.

John H. Riddle: Former VP and general manager with Maytag, Philips Consumer Electronics and Electrolux Major Appliances.

“Doug brings a wealth of industry insight to our team here at OwnerIQ and we're very pleased to have him on board,” said Jay Habegger, Founder and CEO of OwnerIQ. “Combining the experience and know-how of Doug, John and Kent with the capabilities of OwnerIQ's MOST™ real-time media buying platform, will enable us to further develop new and innovative ways for manufacturers and retailers of all sizes to use the web to strengthen their relationships with their customers.”

“I'm excited about joining OwnerIQ in their efforts to meet the needs of manufacturers and retailers, as the opportunities to address their needs with online offerings continue to evolve,” said Doug Kelly. “The retailer in me was very impressed by OwnerIQ's advanced real-time

targeting capabilities and the co-marketing opportunities these solutions can present to retailers and manufacturers alike,” continued Kelly.

“We consistently deliver successful campaigns for major brands and top ad agencies handling their media buys. The addition of Doug and the advisory board will ensure continued success by bringing their real world experience and perspective on the challenges faced by manufacturers and retailers to the development of a suite of turn-key marketing solutions to reach their most desired audiences,” said Connie Johnson, Co-Founder and VP of Sales.

OwnerIQ’s MOST™ real-time media buying platform enables the development of solutions like the recently announced “Duress Shopper” targeting capability, enabling retailers and manufacturers to target messaging to specific consumers who have been identified as being in need of replacing a consumer durable good. The manufacturer and retailer offerings are a logical extension of OwnerIQ’s commitment to focus on ownership and related data as a key performance driver in the effectiveness of online behavioral targeting. By knowing what someone owns, you have information on brand affiliation and consumer product preferences. This knowledge translates into effective advertising for the manufacturers, often at those critical times when consumers are making a purchasing decision.

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

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