



OwnerIQ Secures Funding to Fuel Continued Growth

*Kepha Partners Joins Existing Investors in Supporting
Proprietary Targeting Solutions and State of the Art Media Buying Platform*

Boston, MA – December 2, 2009 – OwnerIQ, the first and only online media company to deliver customized ownership targeted media programs, today announced that it has raised \$5.8 million in growth financing. Led by Kepha Partners, the round includes participation by all of OwnerIQ’s current investors: Atlas Venture; Egan-Managed Capital; CommonAngels and Mass Technology Development Corporation. Funding will be used to fuel the continued growth of the company’s New York based advertising sales operation, expanding the scope and depth of OwnerIQ’s proprietary data solutions, and the continued enhancements to OwnerIQ’s advanced media-buying platform.

OwnerIQ has taken the knowledge of what people own and turned it into one of the most compelling and actionable behavioral targeting solutions available to advertisers today. OwnerIQ combines its unique and proprietary database of ownership information with its MOST™ real-time, cross exchange media buying platform to uniquely enable advertisers to target specific anonymous users with their messaging, on an impression-by-impression basis, across 90% of the web and with proven and dramatically better results than alternative solutions.

“Online advertising is experiencing a shift toward premium solutions based on proprietary targeting data and on-demand media acquisition,” said Eric Hjerpe, General Partner at Kepha Partners. “OwnerIQ has consistently delivered premium solutions for top brand advertisers using their unique ownership related behavioral targeting data and techniques, and has layered on top of that one of the most advanced, real-time, cross exchange media buying platforms in the industry. We are very excited at Kepha to have the opportunity to lead this investment.”

“We are thrilled to have Kepha as an investor as we are with the ongoing commitment of our existing investors,” said Jay Habegger, Founder and CEO of OwnerIQ. “The very high level of interest we received in this financing from the investment community is a testament not only to our significant revenue growth and stable of top brand advertisers, but the unique nature of our offerings and how well we are positioned to capitalize on the growing demand by advertisers to reach the right consumers at the right time.”

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. Using its MOST™ real-time cross-exchange media buying platform, OwnerIQ provides highly customized programs to target specific advertiser defined audiences across the web, consistently yielding industry leading results for its customers.

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