



Ownership Targeted Media

OwnerIQ Hires Ad Industry Veteran Robert Daniel To Head Advertising Sales

Taps Daniel as Executive Vice President of Advertising Sales

BOSTON, MA – December 17, 2009 – OwnerIQ, the exclusive online source of ownership targeted media programs and developers of MOST™, the leading real-time demand side platform for online advertisers, announced today that it has hired Robert Daniel as Executive Vice President of Advertising Sales. Mr. Daniel will be responsible for advertising sales and is based in OwnerIQ's New York office.

Mr. Daniel comes to OwnerIQ from ContextWeb, creators of the online advertising exchange ADSDAQ, where he was SVP of Sales and Publisher Development and established them as the leaders in contextual targeting for brand advertisers. Mr. Daniel had previously spent 6 years at Advertising.com concluding his time there as Director of Strategy and where his team grew revenue at a rate of 1,200% over four years with Advertising.com's branding and behavioral suite of products.

“We are very excited to have Rob joining our team to lead our advertising sales efforts,” said Jay Habegger, Founder and CEO of OwnerIQ. “He's an accomplished advertising executive with a great track record building and growing sales teams around innovative advertising solutions. The addition of Rob, along with the ongoing rapid expansion of our advertising sales team, is a testament not only to our significant growth in 2009, but also to the growth we see in 2010 and beyond,” continued Habegger.

“With agencies and their advertisers having so many options, what impressed me most about OwnerIQ is their proprietary data assets and approach to behavioral targeting, as well the most robust real-time media buying platform and exchange relationships I've come across,” said Mr. Daniel. “Many are talking about their commitment to real-time, but OwnerIQ is doing it now with compelling results. I very much look forward to promoting the use of our unique data and targeting capabilities to agencies looking for novel ways to meet the demands of their advertising customers.”

About OwnerIQ

OwnerIQ (www.OwnerIQ.com), has pioneered the concept of Ownership Targeting, and in the process has taken the knowledge of what people own or are interested in owning 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 demand-side platform (“DSP”) 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.

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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