



Ownership Targeted Media

## **OwnerIQ Hires Ad Executive Stephen Tschosik as Midwest Sales Director**

*Continues Growth with opening of Chicago Office*

**BOSTON, MA – March 2, 2010** – 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 Stephen Tschosik as Midwest Sales Director. Mr. Tschosik will work out of the company's newly opened Chicago office.

Mr. Tschosik comes to OwnerIQ from ValueClick, where he was a Midwest Senior Account Executive. With over 15 years of online advertising sales experience, he has established himself as a seasoned and accomplished sales executive with both national accounts as well as in the Midwest region.

“We are very happy to have Steve joining our team to lead our advertising sales efforts in the Midwest,” said Robert Daniel, Executive VP of Advertising Sales for OwnerIQ. “He has had an impressive track record in promoting unique advertising offerings, and has developed a reputation of excellence which will enable him to promote our Ownership Targeting offering with key accounts in his region,” continued Daniel.

“This represents another important step in expanding OwnerIQ's national footprint. The demand among advertisers for OwnerIQ's unique approach is growing rapidly in the Midwest region,” said Jay Habegger, Founder and CEO of OwnerIQ, Inc. “With our new Chicago office, we are very happy to have someone of Steve's caliber to spread the word about OwnerIQ, and our very unique and compelling offerings for agencies and advertisers alike.”

### **About OwnerIQ**

OwnerIQ ([www.OwnerIQ.com](http://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](http://www.owneriq.com).

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