



Ownership Targeted Media

Steve Ustaris Joins OwnerIQ as VP Agency Relations and Business Development

Respected Industry Leader to Drive Innovative Agency-Focused Solutions

BOSTON, MA – March 23, 2010 – OwnerIQ, The exclusive online source of ownership targeted media programs and developers of MOST™, a leading real-time, demand-side platform for online advertisers, announced today that it has hired Steve Ustaris as Vice President of Agency Relations and Business Development. Mr. Ustaris will serve as the company’s agency liaison, and lead efforts to develop deep and long-lasting relationships with OwnerIQ’s current and future agency partners.

Mr. Ustaris was most recently with Studiocom, where he served as Group Media Director responsible for the formation and execution of the agency’s new digital media team model while also overseeing campaign activation across all digital media channels, social engagement strategy, outsource management, campaign refinement and optimization. Previously Steve spent over 10 years with Carat, most recently as Group Media Director, responsible for the group media services group in the firm’s Boston office.

“The needs of agencies are evolving as quickly as the interactive advertising space itself,” said Jay Habegger, Founder and CEO of OwnerIQ. “It is our primary goal to ensure that we are moving in the directions needed to best support these partners. By adding Steve to our ranks, we can ensure that our service and product focus, current and future, is aimed at providing the right mix of technology, analytics, targeting and innovation to meet their growing demands.”

“OwnerIQ has already established itself as a leading DSP with one of the most advanced real-time technology platforms available in the market today,” said Mr. Ustaris. “Coming from the agency side, it’s their clear focus on using this platform to meet the needs of the agency and advertiser that really excites me about this opportunity. Through the integration of its proprietary ownership as well as any other data sets defined by our clients, and its unwavering commitment

to serve the demand side, OwnerIQ continues to position itself as the perfect partner for the agency and their advertisers.”

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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