



Ownership Targeted Media

OwnerIQ Hires Industry Veteran Michael Chass as Vice President, Retail & Manufacturer Business

Expands Retail & Manufacturer Division

BOSTON, MA – May 13, 2010 – OwnerIQ, the developer of Ownership Targeted advertising and industry leading solutions enabling retailers and manufacturers to maximize the ROI in their most valuable online line asset – their website, announced today it has hired Michael Chass as Vice President, Retail & Manufacturer Business.

Mr. Chass is a Marketing, Sales, and Business Development executive with over 18 years of experience in the consumer electronics industry. Prior to joining OwnerIQ, Mr. Chass held key executive positions for Rockford Corporation, D&M Holdings (parent to Denon, Marantz, McIntosh, and Escient), Boston Acoustics and others. He has been responsible for the sales and marketing of products and services spanning most channels of distribution in the CE, PC, & Automotive industries including specialty retail, mass merchant, distributor, and OEM.

“With his deep industry experience and extensive network in the CE and PC space, Michael is a strong addition to the continued development of our Retail & Manufacturer partnerships here at OwnerIQ.” said Connie Johnson, Co-founder and EVP of Retail and Manufacturer Business of OwnerIQ, Inc. “Michael will play a key role in meeting the significant growth in demand for our solutions that enable retailers and manufactures alike to mine significant value from their existing online assets,” continued Johnson.

OwnerIQ transforms the audience of manufacturer and retailer website visitors, both existing customers and in-market researchers, into opportunities to message these consumers and drive them in-channel. OwnerIQ has developed market-leading technology to anonymously tag consumers based on their specific product ownership and considered purchase intent and then, using our advanced technology platforms, messages these consumers with their brand specific messages on over 90% of the internet.

“OwnerIQ has such a unique and compelling offering for retailers and manufacturers,” said Mr. Chass. “I’m very excited to bring the advanced channel marketing solutions of OwnerIQ together with the leading retailers and manufactures in a way that lets them create co-op marketing initiatives, reduce the cost of their online advertising efforts, and ultimately sell more products.”

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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