

→ 24/7 Real Media, Inc.

FOR IMMEDIATE RELEASE

24/7 Real Media Becomes First Network to Deploy Psychographic Targeting from Mindset Media

Mindset Buys™ Enable Brand Advertisers to Target Online Ads to Specific Personality Types

NEW YORK – April 28, 2008 – 24/7 Real Media, Inc., the leading global digital marketing company, today announced that it is the first media network to deploy psychographic targeting through a partnership with Mindset Media, LLC. The new Mindset Buys™ will enable brand advertisers to target consumers with specific personality traits that drive buyer behavior and brand affinity across a broad range of consumer goods and services.

Brand advertisers have long known that consumers' states of mind can determine what they buy and what brands they choose, but advertisers have lacked an efficient way to target mass audiences of people with the right psychographics.

Now advertisers can make Mindset Buys on 20 different elements of personality, including creativity, assertiveness, self-esteem, and spontaneity. Each Mindset Buy on 24/7 Real Media can reach millions of U.S. consumers with the same personality trait, on a completely anonymous basis. The 24/7 network reaches 150 million unique viewers each month, across more than 1,500 sites globally.

"One primary reason top advertisers and publishers partner with 24/7 Real Media is our commitment to deploying the industry's most innovative and effective targeting solutions," said David J. Moore, CEO of 24/7 Real Media, Inc. "Combining 24/7's reach with Mindset Media's targeting gives brand advertisers a distinct advantage in reaching their intended audience regardless of browsing or purchase activity."

Psychographic targeting through Mindset Media represents the latest addition to 24/7's advanced portfolio of targeting solutions, which also includes lifecycle management, search retargeting, geo-demographic, content, behavioral, retargeting and custom. Many of these can be combined to form an endless number of specific targeting options that can be delivered to any digital medium.

"Every brand in the modern market has a psychographic target, and the more competitive the category, the more that target matters on the bottom line," said Jim Meyer, CEO and co-founder of Mindset Media. "We are very proud to partner with 24/7 Real Media. Together, we make the internet work harder for brands."

To start a Mindset Media psychographic targeting campaign for your brand, or get more information, visit www.247realmedia.com.



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About 24/7 Real Media, Inc.

24/7 Real Media, Inc. a WPP company, is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit www.247realmedia.com.
24/7 Real Media: The Science of Digital Marketing.

About Mindset Media

Mindset Media is the internet ad network for brands. Using its proprietary psychographic standard, Mindset Media enables brand advertisers to target millions of people with the personality traits that fit their brands in online media buys. The company works in partnership with Nielsen Online to develop consumer profiles that help brand marketers specify their psychographic targets. For more information, visit www.mindset-media.com.

24/7 Real Media and Mindset Media are members of the NAI and adhere to the NAI privacy principles that have been applauded by the FTC. These principles are designed to help ensure Internet user privacy. For more information about online data collection associated with ad serving, including online preference marketing and an opportunity to opt-out of 24/7 Real Media or Mindset Media cookies, go to: www.networkadvertising.org.

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The Science of
Digital Marketing

