



Mindset Media.

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For Immediate Release

Mindset Media Named AlwaysOn East 100 Winner

Company Selected as Technology Innovator in Digital Media for 2009

NEW YORK, May 14, 2009 -- Mindset Media (www.mindset-media.com), an internet ad-technology and market research company, today announced that it has been selected to the 2009 AlwaysOn East 100 List. The AlwaysOn East 100 Award is given to private, emerging technology companies creating new business opportunities in high-growth markets. Mindset Media was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"AlwaysOn has an impressive track record of picking winners among emerging technology companies," said Jim Meyer, CEO of Mindset Media, "and we are honored to have been chosen this year. We believe that advertisers, and especially brand advertisers, have only just scratched the surface of what's possible online. Ad technology like ours promises to accelerate the migration of ad spending from traditional to digital media, improving quality and efficiency and enhancing the health of our industry."

Mindset Media and the other AlwaysOn East 100 winners will be recognized at the Venture Summit East Conference at the Mandarin Oriental Hotel in Boston, MA, on May 20-22. This two-and-a-half day executive conference is co-presented by J.P. Morgan and Forbes and will feature presentations and high-level debates from the most influential institutional investors, venture capitalists, corporate buyers, investment bankers and research analysts in the Eastern US

"It's no secret that technology and innovation are vital to bringing our country out of economic recession," said Tony Perkins, founder and editor of AlwaysOn. "The companies on this year's list have not only created innovative technologies that solve real business problems, but have stimulated economic growth through the generation of new jobs. I congratulate every winner selected for this year's award and wish them all tremendous success in the future."

The AlwaysOn East 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

A full list of all the AlwaysOn East 100 winners can be found on the AlwaysOn website at <http://alwayson.goingon.com/permalink/post/32212>.

About Mindset Media

Mindset Media is the only company to offer psychographic targeting in media today. An ad-technology and market research company, Mindset Media has developed a proprietary Standard, which comprises 21 elements of personality known to drive buyer behavior and brand choice. Publishers use Mindset Media's targeting technology to sell MindsetBuys, which let blue-chip advertisers reach millions of people with the right personality types for their brands. The Company also offers research products, including MindsetProfiles, that help marketers and publishers understand their consumers better. Mindset Media is headquartered in New York, and has field offices in Seattle, Los Angeles, Chicago, and Kansas City. Mindset Media is a member of the Internet Advertising Bureau (IAB) and the Network Advertising Initiative (NAI). For more information, visit www.mindset-media.com.

About AlwaysOn

ALWAYSON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYSON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYSON is also revolutionizing the media business by applying its open-media principles to its executive event series (Summit at Stanford, OnMedia, OnHollywood, GoingGreen East and West, Venture Summit East and West) and quarterly print "blogozine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYSON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.