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EyeWonder First to Offer Ad Visibility Metrics for Rich Media and Video Ad Campaigns

*Expanded reporting capabilities give advertisers and publishers in-depth insights
into ad placement and performance*

ATLANTA—NOVEMBER 2, 2009—EyeWonder, Inc., an innovator in interactive digital advertising technologies and services, today announced the global rollout of its Ad Visibility Suite, a set of metrics designed to give advertisers and publishers in-depth analysis of the actual real time an online ad is physically within the viewable area of a browser.

Among the metrics included in the suite are total time (in seconds) an ad is physically visible to users within their browsers, average visible time (in seconds) and visible time by percentage of visible area. Beyond interaction and click-through metrics, the Ad Visibility Suite tells advertisers which parts of their ads are actually visible at any given scroll position.

“As a leading innovator in the interactive digital advertising space, we’re pleased to be the first rich media provider to offer these visibility metrics to our clients,” said Ricky McClellan, EyeWonder’s Chief Information Officer. “They make a great addition to our already robust reporting platform by complementing the ad interaction data we provide. Customers get a more comprehensive view of their ad performance by seeing the exact amount of time users have ads in their browser windows and comparing that with length of engagement. We’re bringing these two pieces of the puzzle together to provide a more complete picture of what constitutes a successful online ad campaign, resulting in more meaningful measurement.”

These additional metrics, now available through EyeWonder’s reporting platform on all rich media and video ad campaigns, provide added benefits for publishers, agencies and advertisers. Publishers will learn behavioral insights of their site users while gaining a better understanding of the value their ad inventory is driving for advertisers.

Creative agencies gain insight into optimizing their ad units by determining how viewers react to their creative in different placements. In addition, they will be able to track behavioral trends of online ad users and design future ad executions accordingly. Media agencies, such as Mindshare, gain valuable insight into the performance of ad placements and positioning, which assists in the evaluation of media buying.

“We strive to lead the digital advertising market and provide innovative solutions that give clients the ability to achieve a greater advertising return on investment,” said Wendy Pouw, Director Digital

Exchange Mindshare Netherlands. "With EyeWonder's Ad Visibility Suite, we'll be the first in the market to offer our customers detailed measurements on how their media placements and creative executions are performing in terms of exposure and exposure time."

EyeWonder's Ad Visibility Suite is available on all campaigns launching on or after November 1, 2009.

About EyeWonder, Inc.

EyeWonder, Inc. is the pioneering interactive digital advertising provider, extending the reach of online rich media and interactive video ads to digital device displays. Through its superior technology, products and services, EyeWonder empowers advertisers, advertising agencies and content publishers with the ability to create, build, deliver, track and optimize interactive advertising campaigns proven to drive industry-leading results. Headquartered in Atlanta, Georgia, U.S., EyeWonder, Inc. has domestic offices in New York, Chicago, San Francisco, Dallas and Los Angeles. International offices are located in the United Kingdom, Ireland, the Netherlands, Germany, Spain, Italy, Sweden and Australia. For more information on the company's interactive digital advertising solutions or its global office network, please visit <http://www.eyewonder.com> or follow us on Twitter www.twitter.com/ew.

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