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AdRocket unveils first micro-targeted ad network for email

Publishers better monetize emails, RSS and subscriber visits to websites

San Francisco, September 8, 2008 – AdRocket, the first micro-targeted ad network for e-mail, launches today at the TechCrunch50 conference. AdRocket provides an effective new service for publishers to serve the most relevant, high-performing ads to their subscribers through opt-in email, RSS and Web site communications. TechCrunch selected AdRocket as one of the top new companies of the year out of 1200 entrants from around the globe.

AdRocket's unique approach enables publishers to include individually-relevant advertising based on each email subscriber's interests while maintaining subscriber anonymity. AdRocket is not an email marketer or sender. Rather, the company is an ad targeting and optimization network serving ads into publishers' existing subscriber communications.

More Revenue for Publishers

High-volume bloggers, newsletter publishers, content and social media sites such as those in the news, information and lifestyle categories will all benefit from AdRocket's service.

These publishers will increase effective CPMs over the broadly segmented or untargeted ads typically used in email today. AdRocket's system also solves the problem of delivering ads to the nearly 50% of subscribers with email images turned off.

AdRocket's first publisher partner is Visionary Networks who operates a network of astrology and lifestyle sites that include Tarot.com, DailyHoroscopes.com and Numerology.com. These sites serve more than 8.8 million monthly readers and send more than one billion email newsletters every year to opt-in subscribers around the world.

"We are extremely pleased to be selected by TechCrunch as one of the top 50 new companies of the year," said Scott Milener, CEO of AdRocket. "AdRocket is offering a new form of targeting to publishers that addresses both the need for high-value targeting and subscriber privacy."

Subscriber Privacy

Subscriber privacy continues to be an important issue in online advertising and email marketing. Behavioral targeting has gained acceptance as a method to improve ad targeting and performance, but publishers are facing increasing consumer pressure and government scrutiny to offer true opt-out capability. As these forces collide, AdRocket provides the solution. Its unique approach uses anonymized, encrypted subscriber data and non-personally-identifiable information to build persistent profiles while maintaining user privacy.

About AdRocket

AdRocket is the micro-targeted ad network for email. AdRocket's network increases publisher eCPMs through intelligent ad selection and optimization. Every month, billions of email newsletters are sent to subscribers yet the advertising is poorly targeted and largely ineffective. AdRocket fixes this by providing publisher's with individually-relevant text ads for email communications, websites or RSS. Unlike 'cookies' which have a very short life, our email approach creates much longer lasting, richer individual profiles while maintaining anonymity.

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the

TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry's most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.