

## **TechCrunch50 Finalist Adgregate Markets Invigorates Display Advertising Landscape**

*ShopAds™ Turn Banner Ads into Fully Transactional Ad Units*

San Francisco, CA, September 8, 2008 — Adgregate Markets, an online advertising company, is positioned to invigorate the stagnant display advertising landscape with the introduction of ShopAds™. The company, a finalist at the TechCrunch50 conference, today announced the launch of ShopAds™, which enable distributed commerce by helping advertisers turn basic banner ads into fully transactional e-commerce ad units.

Through ShopAds™, Adgregate Markets enables consumers to securely purchase products entirely within the confines of the ad unit, without being redirected away from the publisher's website. ShopAds™ link the point of discovery with the point of purchase, translating into fewer clicks needed to complete purchases. For advertisers, this means increased conversion rates and the ability to calculate hard ROI from their online ad spending. For publishers, this means increased user retention and new revenue generation opportunities through commission fees for any products sold on their sites.

"The display market is in serious need of innovation and growth. Advertisers spend a ton of money trying to disrupt a user's browsing experience, and pull them away in order to transact on their site. Publishers, on the other hand, spend an equal amount of resources trying to retain and gain new users, only to lose them when they leave their sites to transact on an advertiser's site," said Henry Wong, CEO of Adgregate Markets. "We provide a simple, innovative, and symbiotic solution for both advertisers and publishers to address these issues, and our customers are already achieving positive results."

Available in standard IAB sizes, ShopAds™ are flash-based and supported by advertising and social networks. Adgregate Markets' technology securely processes the payment and billing information, even if the ad unit is hosted on a non-secure site, and provides real-time reporting of all transactions. An easily accessible embed code on each ShopAd™ allows for viral distribution, enabling the ad units to propagate to the "edge" of the Internet.

Aggregate Markets was selected as a top-50 finalist at the TechCrunch50 conference from a pool of more than 1,200 applicants. The three-day event, held in San Francisco, is the premiere platform for emerging companies announcing new products.

"We are honored to be chosen by TechCrunch50 as one of the finalists," said Wong. "This is a great opportunity for us to debut ShopAds™ and pioneer the next evolution in display advertising."

For a two minute demo on Adgregate Markets' ShopAds™, visit [www.adgregate.com](http://www.adgregate.com).

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### **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.

### **About Adgregate Markets**

Aggregate Markets enables distributed commerce by helping advertisers turn banner ads into ShopAds™. Adgregate's proprietary ShopAds™ allow customers to purchase products within a secure, embeddable, ad unit. ShopAds™ are easily distributed through ad networks, blogs, and social networking communities simply by copying and pasting the widget code into any web environment. Adgregate's network allows advertisers to easily upload product listings, create transactional banner ads, and serve them to any website. The transactional banner ads are flash-based and can fit into standard IAB ad units. Publishers can leverage Adgregate to enhance their advertising offering or simply grab transactional banner ads to publish on their sites as affiliates. Adgregate Markets is pioneering the marketplace of tomorrow, one that brings products to consumers in contextually relevant locations. Adgregate Markets is a privately held San Francisco-based company and is venture backed by leading investors. For additional information, please visit [www.adgregate.com](http://www.adgregate.com).

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