

**BIOGRAPHIE OF KEITH KAPLAN,  
PRESIDENT OF NORTH AMERICA OF THE ADCONION MEDIA GROUP**

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**Keith Kaplan  
President of North America**

In 1999, Keith began honing his expertise in the online Ad Network space as President of Sales and Marketing for L90, where he oversaw a team of 130 sales professionals and in year one increased sales by 250% reaching over \$50M in revenue. During his time with L90, Keith negotiated and oversaw a string of mergers and acquisitions including the acquisition of L90's largest competitor, DoubleClick Media Group. In 2003 Keith lead the re-branding and consolidation of four different Ad Networks; L90, DoubleClick Media, Sonar and Zonfire which became MaxWorldwide. Shortly after the MaxWorldwide team created a profitable business they were acquired by ISH (Interactive Search Holdings, parent company of the portals Iwon and Excite). Keith led sales for the newly combined entity AJI (AskJeeves Interactive) with over 40 sales professionals in 5 offices.