

## ADCONION SELECTS MPIRE'S ADXPOSE FOR VERIFICATION AND OPTIMIZATION

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**SEATTLE, Wash. – October 11, 2010 –** [Mpire](#), the market-leading advertising verification and optimization technology company, and Adconion Media Group, the world's largest independent global audience and content network, jointly announced today that Adconion has selected Mpire's AdXpose™ verification and optimization analytics solution for use in its US operations. Adconion will implement the AdXpose SaaS platform across its global ad network, which reaches over 350 million unique internet users and serves 10 billion monthly ad impressions, to ensure that its ads are delivered safely, as well as analyze publisher placements and more efficiently value media.

"Adconion has always been at the forefront of targeting and optimization technology," said Alex Loeffler, Adconion's vice president of global network operations. "By adding AdXpose data and analytics to our toolset, we are proactively reassuring our advertisers with more transparency, more accountability, and more overall safety in their ad placement. AdXpose also helps boost campaign performance by creating new revenue with increased understanding of the engagement and viewership created by each impression we deliver."

Adconion is committed to delivering world class results for its advertisers by partnering with world class solutions like AdXpose based on the strength of its technology, its simple and latency-neutral implementation, its robust reporting features, and intuitive user interface.

AdXpose also announced an updated suite of tools designed specifically for ad networks and exchanges. The latest version of AdXpose includes:

- Sub-account logins, which allow networks to share a controlled data set with agencies and marketers at the campaign level.
- Alternate ad tags, which allow networks to swap advertisers within an impression "on the fly" based on appropriate content parameters.
- The ability to generate alphanumeric identifiers in lieu of actual URLs to allow networks to adhere to a publisher's contractual non-disclosure terms.
- The ability to measure and price inventory on a Cost-Per-Engagement (CPE) and a Cost-Per-View (CPV) basis.

"Top ad networks like Adconion are choosing to proactively validate their ad placements with AdXpose, rather than reconciling campaign results after the fact with third-party verification solutions," said Kirby Winfield, Mpire's president and chief revenue officer. "By empowering them with their own technology solutions and data ownership, networks can effectively address any concerns in real-time and avoid the invasive and time consuming reconciliation process. Furthermore, the data they collect can help improve campaign performance, which can positively impact the network's revenue."

### About Adconion Media Group

Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent global audience and content network, reaching nearly 350 million unique users – or one-third of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetize video content. Adconion has 16 offices in 7 countries around the world, sits on the board of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe. For more information, visit: <http://www.adconion.com>.

### About AdXpose®

AdXpose® Analytics help advertisers and platforms verify and optimize billions of campaign data points captured in real time. Agencies representing the major holding companies, multiple Demand Side Platforms, and more than 20% of the comScore Ad Focus Top 40 Properties currently use AdXpose® technology.

### About Mpire

Mpire is the market-leading advertising optimization technology company that is evolving traditional online

advertising into a more relevant and engaging medium for publishers and advertisers. Its patent-pending and award-winning AdXpose® is the first and only verification and optimization technology suite that gives brand marketers and agencies transparency and confidence anywhere their ads run across the Internet, including exchanges, ad networks and direct publisher placements. Backed by Draper Fisher Jurvetson and Ignition Partners, Mpire is based in Seattle, Washington.

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