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FOR IMMEDIATE RELEASE

Former Yahoo Executive Greg Coleman Joins NetSeer as President and Chief Executive Officer

March 19, 2008, Los Angeles, CA – NetSeer, Inc. today announced that Greg Coleman has joined as president and CEO. NetSeer is a start-up company focused on next generation search and ad targeting.

Coleman, 53, recently completed a seven-year career at Yahoo! where he served as Executive VP of Global Sales. He was responsible for all advertising revenues worldwide, which grew from \$600MM to more than \$6B during his tenure. He also integrated the company's sales channels for search and display, was pivotal in driving improvements for advertisers by focusing on behavioral targeting and new technologies, including Right Media, and created a world class pricing and yield management team. Prior to joining Yahoo!, Coleman served as President of *Reader's Digest* magazine publishing.

"Over the past decade, the face of media and advertising has been transformed because of the vast reach and measurability of the Internet," said Coleman. "But intention-based ad targeting in new media is in its infancy. We are setting out to significantly change the game."

NetSeer was founded in March 2006. The company uses sophisticated mathematics and algorithms to make advances that have previously been unattainable in Internet advertising. NetSeer will disclose more about its technology and offerings by the end of this year.

"Since our founding, we have been working to develop a substantial and unique technology base," said Vwani Roychowdhury, co-founder of NetSeer. "Greg brings unparalleled experience and a unique perspective to build an organization that can introduce and evangelize our technology to online advertisers and publishers."

Terry Opdendyk, General Partner with ONSET Ventures, an early NetSeer investor added, “Because of his unique understanding of the state of Internet advertising today and its potential, as well as his deep management experience, Greg will be able to guide this ground breaking company through a critical growth period.”

Coleman will also serve on NetSeer’s Board of Directors along with Opdendyk and David Ryan of Mission Ventures, also an early investor in NetSeer.

NetSeer, Inc.(www.netseer.com) is located in Los Angeles, CA.

About Mission Ventures

Mission Ventures helps build successful enterprises in Southern California and creates superior returns on investment for its investors. This is accomplished by investing in the most promising early-stage companies in high growth, emerging markets, and providing significant assistance to those companies as they develop. The Partnership brings value-added capital, experience, management talent, and guidance to the most outstanding and innovative ideas and entrepreneurs in the region. www.missionventures.com

About ONSET Ventures

ONSET Ventures specializes in providing “venture craftsmanship”—an ideal mix of start-up, follow-on, and intellectual capital to entrepreneurs and early-stage technology ventures, to help transform world-class ideas into sustainable and valuable businesses. The firm has backed over 100 companies since 1984 and now has more than \$840 million under management. Based in Menlo Park, California, ONSET focuses exclusively on information and medical technology-based start-ups, and has a long history of successful ventures in each of these sectors. www.onset.com

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