



## **ADIFY ANNOUNCES STRATEGIC PARTNERSHIP WITH NETSEER TO ENHANCE ADVERTISER SOLUTIONS ACROSS NICHE SITES**

*NetSeer's Contextual Targeting Technology Enhances Adify's Mid-tail Audience Insights*

NEW YORK – May 18, 2010 –NetSeer, Inc. has entered into a strategic agreement with Adify, the premier vertical ad network management and media services company. Under the terms of the agreement, Adify has licensed NetSeer's Contextual Services and concept-based analysis engine to enhance the exclusive advertiser solutions provided through Adify Media, which help advertisers target quality niche sites in the Internet's mid-tail. Adify will leverage NetSeer's unique categorization abilities and KnowledgeBank™ to improve Adify Media capabilities and insights.

"By combining Adify's internal data with NetSeer's groundbreaking targeting technology, we will greatly enhance our ability to bring advertisers to the most passionate and appropriate content, where they can deepen consumer engagement with their brands," said Jim Larrison, Chief Revenue Officer at Adify. "After evaluating several alternative technologies, we selected NetSeer due to the quality of their results as they consistently outperformed the others we considered. As the Adify network continues to grow and evolve, we are pleased to announce our partnerships with companies that support these goals, like NetSeer."

NetSeer takes a unique scientific approach to identifying Web-derived "concepts" and then associating them with Web sites and pages. NetSeer's core intellectual property has the ability to examine a Web page in real time and to discern user intent with the same degree of accuracy as search. With that capability, the company can unlock the tremendous value in display advertising that is currently lying dormant.

"The addition of Adify to our roster of partners reinforces our confidence in concept-based advertising to improve advertising performance," said John Mracek, CEO of NetSeer. "Being selected by Adify and other leaders in the online advertising space speaks to the unique opportunity these companies recognize in our technology."

### **About Adify**

Adify Corporation ([www.adify.com](http://www.adify.com)) is the premiere vertical ad network management and media services company and is an independent, wholly owned subsidiary of Cox TMI Inc., part of Atlanta-based Cox Enterprises.

### **About NetSeer**

NetSeer, Inc. is an ad technology company that determines user intent from a web page with the same accuracy as traditional search. NetSeer's breakthrough technology has delivered measurable gains in online ad performance previously unattainable in Internet advertising. The company is located in Santa Clara, CA. For more information, please visit [www.netseer.com](http://www.netseer.com).

PR Contact:

**NetSeer**

Erika Golden

blast! PR for NetSeer

[erika@blastpr.com](mailto:erika@blastpr.com)

919-833-9975 x13