

→ 24/7 Real Media, Inc.



FOR IMMEDIATE RELEASE

24/7 REAL MEDIA & PETRY MEDIA CORPORATION ANNOUNCE NEW MEDIA PARTNERSHIP AND TECHNOLOGY RELATIONSHIP

NEW YORK – February 26, 2008 – 24/7 Real Media, Inc., the leading global digital marketing company, and Petry Media Corporation, a leader in the nation’s \$8 billion spot television advertising market, today announced a multi-faceted partnership. 24/7 Real Media will be the technological backbone for Digerati iSales and a partner in expanding the reach and value of Digerati’s network of 300+ television station web sites. The Digerati iSales sites will be utilizing Open AdStream®, 24/7 Real Media’s award-winning ad serving and campaign management platform, for the targeting and delivery of ads to its network of web sites.

In addition, the Digerati iSales TV station web site properties will be marketed through 24/7 Real Media’s Global Web Alliance, a network of over 1,200 sites serving advertising impressions in countries around the world. Combining Digerati’s network, of over 12 million monthly unique users,* with 24/7 Real Media’s 85 million monthly unique users,* the Global Web Alliance will offer advertisers an unparalleled ability to reach targeted digital audiences around the country at a local level.

“We are very excited to add Digerati to our Global Web Alliance ad network,” said Ari Bluman, Senior Vice President of North American Sales and Operations at 24/7 Real Media. “Digerati’s top tier broadcast television web sites will expand the breadth of the Global Web Alliance, providing its advertisers with the superior vehicle to reach targeted digital audiences easily and efficiently.”

“By partnering with 24/7 Real Media, the Digerati iSales sites will be able to provide advertisers with extensive targeting capabilities including behavioral, contextual, demographic, technographic, daypart, and many more,” said Jeff Stevens, Managing Director of Petry International, a division of Petry Media Corporation. “With our roster of top tier local television web sites, and stellar sales people across the country, coupled with 24/7 Real Media’s rich experience in the digital marketing space, we will provide national advertisers with the paramount digital marketing vehicle they’ve been looking for.”

Digerati iSales advertising campaigns will be delivered via Open AdStream. Open AdStream is the industry’s first comprehensive ad management platform. Open AdStream combines the powerful business intelligence of Web analytics and



The Science of
Digital Marketing



→ 24/7 Real Media, Inc.

behavioral targeting with a world-class, award-winning ad serving and campaign management platform.

*Comscore Media Metrix, December 2007

About 24/7 Real Media, Inc.

24/7 Real Media, Inc. a WPP company, is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing capabilities and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science. The company is headquartered in New York, with 20 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit www.247realmedia.com.

24/7 Real Media: The Science of Digital Marketing.

24/7 Real Media is a member of the NAI and adheres to the NAI privacy principles that have been applauded by the FTC. These principles are designed to help ensure Internet user privacy. For more information about online data collection associated with ad serving, including online preference marketing and an opportunity to opt-out of 24/7 Real Media cookies, go to: www.networkadvertising.org.

About Petry Media Corporation:

Petry Media Corporation provides corporate infrastructure and advisory services to its operating divisions, Blair Television, Petry Television, Petry International and Petry Direct Sales. Blair Television and Petry Television are television station representative companies that provide a full range of ad sales and support services including research, programming, creative services, and information services to their client television stations. Petry Media is privately owned by Patriarch Partners LLC, the New York based investment and asset management firm, and company management. Additional company information can be found at www.petrymedia.com

For more information please contact:

Sherri Valenti, VP, Marketing
24/7 Real Media, Inc.
Telephone: 212.231.7100
Email: sherri.valenti@247realmedia.com

Lekha Rao, VP, Corporate Communications
Petry Media Corporation
Telephone: 212.230.5977
Email: Lekha.Rao@petrymedia.com

#



The Science of
Digital Marketing

