

Invite Media Expands into the United Kingdom and Europe with New London Office

The leading Demand-Side Platform (DSP) for online display advertising plans to offer its capabilities and offering to UK and European customers

NEW YORK, NY, January 4, 2010 — Invite Media, provider of the first universal buying platform for online display media, announced today that it has opened its first international office, located in London. The move will allow agencies, ad networks and media buyers across Europe to leverage the power of ad exchanges, real-time bidding, and demand-side optimization.

Invite Media was founded in 2007 out of the University of Pennsylvania. Now in its second year of operations, Invite Media serves billions of ad impressions per month on behalf of over 45 top ad agencies, networks and media buyers. Bid Manager®, the company's flagship product, is a fully self-service and automated buying platform for online display media. Integrated across every major ad exchange and publisher aggregator, Bid Manager® gives media buyers access to over 12 billion highly-targeted impressions per day through one central interface.

"We are extremely excited to bring our industry-leading display advertising platform and thought leadership into the UK and Europe," said Invite Media's President and Co-Founder, Nathaniel Turner. "Leveraging ad exchanges and real-time optimization in order to drive advertiser performance is a challenge every media buyer faces, regardless of location. Our physical presence in the UK will allow us to better service agencies and media buyers who are looking for a local partner to help build their exchange practice."

As part of its standard offering, the Bid Manager® platform allows buyers to optimize online campaigns in real-time across multiple inventory sources, including Yahoo's Right Media Exchange, Google's DoubleClick Ad Exchange, AdBrite, AdMeld and PubMatic. Additional features include the ability to access third party data providers directly through the same central interface, gain in-depth reporting and analytics on all metrics, and build an internal "exchange practice" around a fully self-service and transparent platform.

Heading up the office for Invite Media will be Paul Turner, who previously worked on Business Development at Right Media in Europe. While at Right Media, Turner signed and helped deploy several high profile publishers and supported many of Right Media's leading European networks. More recently, Turner has focused on selling in the concept of auction-based, exchange buying to premium agency partners across Europe.

About Invite Media, Inc.

Invite Media is an advertising technology company headquartered in New York City. Invite Media operates Bid Manager[®], the first universal buying platform for display media. Integrated across every ad exchange and publisher aggregator, Bid Manager[®] is fully self-service and automated buying platform used by dozens of ad agencies, networks and media buyers to execute and optimize online display campaigns in real-time. Invite Media's investors include First Round Capital and Genacast Ventures. For more information, visit www.invitemedia.com.

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