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PROXIMIC OPENS ALTERNATIVE CONTEXTUAL ADVERTISING PLATFORM TO MILLIONS OF ONLINE PUBLISHERS

Self-service program gives publishers, bloggers, content providers access to 50+ million ad units to better monetize online properties

PALO ALTO, Calif. - June 17, 2008 - Proximic, a new player in the contextual advertising and content-matching arena, today announced a self-service content and advertising program that will enable publishers of all sizes to monetize their traffic. Previously reserved for large global publishers, Proximic has opened its platform for mainstream media sites, blogs, and other content producers to take advantage of more than 50 million unique ad units in its repository. With the program, publishers of all kinds have a new, alternative way to earn incremental revenue leveraging a technology that is better optimized for monetizing the "long tail of content" - the vast store of information in the blogosphere and small publisher sites that traditional approaches to advertising have struggled to monetize.

New Approach, Incremental Revenue

Increasingly, publishers are under pressure to find better ways to monetize their online properties. However, traditional keyword-based search approaches neither have the matching quality, nor are they able to select relevant ads from a critical mass of advertising inventories. Additionally, semantic or statistic-based search methods don't scale well for large ad inventories and serve ads too slowly.

Proximic's language-independent approach automatically reads and matches relevant content according to interconnected "patterns" that are not even based on words but which exist within each document. This proximity analysis approach enables publishers to automatically serve up meaningful content -- articles, ads, products -- without the need for keywords or preset categories. This approach, coupled with Proximic's growing inventory of e-commerce catalogs from partners such as Yahoo! Shopping and eBay's Shopping.com, helps publishers match more relevant ads to content, and therefore capture more revenue from their site traffic.

"The three most critical factors in monetizing content are relevant matching technology, larger ad inventories and more control over ad programs," said Proximic CEO Philipp Pieper. "Proximic's self-service ad program equalizes the playing field to allow publishers of all sizes to reap the rewards of today's powerful advertising economy."

How It Works

A beta version of Proximic's self-service content and advertising program is now available for sign-up at www.proximic.com. Like with other ad programs, publishers can set-up and customize their ad elements, get the ad code and track the live performance of the ads on their site. Additional features and publisher tools will be added subsequently to the service.

About Proximic

Proximic provides publishers with a better way to monetize their content on their own sites and across the Web. With the Proximic Contextual Content Network, publishers automatically serve up highly relevant content -- articles, ads, or merchandize -- on their sites, as well as syndicate their content to other sites throughout the network. Powered a radical new search technology called "pattern proximity," the network delivers relevant content to the reader at performance levels that outclass other technology approaches. Proximic is a privately funded company based in Palo Alto, California and Munich, Germany. Investors include Wellington Partners and the Holtzbrinck Group, the publisher of numerous publications including Scientific American. To learn more, visit www.proximic.com.

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