

## Proximic In the News

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**Contextual Ad Company Goes to China**

### MarketWatch

*Proximic Establishes a Beachhead in Beijing to Leverage Unique Capabilities in Chinese Language and Explore Business Opportunities in High Growth Market*

BEIJING and SAN FRANCISCO, CA, Nov 06, 2008 (MARKET WIRE via COMTEX) — Proximic, an emerging player in the contextual advertising market, has opened an office in Beijing to further develop groundbreaking work that it is doing in Chinese languages. In recent months, the U.S.-based startup has been running tests for measuring the performance of ads in Mandarin. The results of those tests have been promising, and Proximic is now building a presence in the region to better explore the business opportunities.

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. The approach enables publishers to automatically serve up meaningful content — articles, ads, products — without the need for keywords or preset categories. It's similar to querying a search engine with a complete set of 200+ words, and finding the most relevant and similar results to that query.

The approach is enabling Proximic to pursue some of the most interesting market opportunities in the global market.

"Working in Chinese presents unique challenges, and current approaches have reached their limits," said Proximic CTO Thomas Nitsche. "In contrast, 'pattern proximity' performs extremely well in these environments. At the same time, the approach enables us to run efficiently on high-scale demands, and meet the market requirements in a different way."

"China may be the next big frontier in Web-based contextual advertising, but so far it has eluded many advertising technology providers," said Proximic CEO Philipp Pieper. "With our unique approach to automatically leveraging advertising, product and listing inventories, we may have found a way to enter the market more meaningfully and fuel new market developments. With our presence in Beijing we are hoping to accelerate this opportunity."

#### About Proximic

Proximic provides a high performance contextual matching service for advertising partners and publishers. The Proximic platform integrates with the internet's largest consumer shopping and classifieds sites to automatically generate listing-based text and image ads. Contextually matched information is then served into web publishers, ad networks, and mobile apps through various Proximic publisher programs. It enables a better way to monetize special publishing environments by automatically serving up highly relevant content — articles, ads, or merchandize — on their sites. Powered by 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 San Francisco, 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](http://www.proximic.com).

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