

# Platform-A's ADTECH Signs Agreement with Gannett for Online Ad Serving

*Deal Marks U.S. Debut of Leading European Ad Serving Technology*

New York, NY – July 14, 2008 – AOL today announced that Gannett Co., Inc., has selected ADTECH to be its online ad serving provider. ADTECH is part of Platform-A, <http://www.platform-a.com>, AOL's digital advertising business. By striking a relationship with one of the nation's leading online media companies, ADTECH is significantly expanding in the U.S. market. ADTECH has been an established ad serving leader in Europe for the past ten years.

ADTECH and Gannett have completed the migration of substantially all of Gannett's digital properties to ADTECH's Helios IQ ad serving solution. The rollout ultimately will include all of Gannett's local newspaper Web sites, digital properties for all of Gannett's 19 local broadcast markets, USATODAY.com – one of the most popular national news sites on the Web – and many targeted media properties, such as Gannett's network of moms sites. Since late 2007, ADTECH, <http://www.adtechus.com>, has built data centers in Virginia and California to serve U.S. customers.

"This agreement is a significant milestone for ADTECH in terms of establishing our technology in the United States," said Dirk Freytag, CEO of ADTECH. "We've been working extremely hard over the past year to solidify our infrastructure in order to fully support U.S. customers. The opportunity to showcase our capabilities with a top media company like Gannett makes all that work worthwhile."

"We selected ADTECH because their top tier technology will allow us to seamlessly execute and deliver for advertisers at both a local and national level," said Chris Saridakis, Gannett Senior Vice President and Chief Digital Officer. "With the ADTECH platform, advertisers of all sizes will be able to easily reach our affluent, active online audience, whether it's through broad national campaigns, audience segmentation, or locally targeted campaigns. Gannett can now enable national and local advertisers to engage with any audience segment they could ever hope to reach."

"Our partnership with Gannett is a testament to ADTECH's tireless efforts to establish itself as a digital ad serving leader in the United States, and a reflection of Platform-A's commitment to be the solution of choice for publishers looking to maximize online ad revenues," said Lynda Clarizio, President of Platform-A. "Our goal is to provide Web publishers with the best tools and technologies to manage and monetize their advertising inventory, and we're thrilled that Gannett has selected ADTECH as its ad serving partner in the United States."

Gannett reaches more than 25 million monthly unique visitors, as measured by Nielsen//NetRatings. Helios IQ will deliver more than five billion monthly ad impressions monthly across Gannett's online network.

## **About Platform-A**

Platform-A, AOL's advertising business, is the industry's largest digital advertising platform, offering the most comprehensive suite of marketing solutions, powered by the Web's best advertising technologies. Platform-A includes AOL's leading media properties – AOL.com, AIM, MapQuest, and more – and Advertising.com's third-party networks. Platform-A also includes TACODA's audience insights and behavioral targeting; Quigo, a site- and content-targeting solution; ADTECH, an international digital ad serving business; Third Screen Media, a mobile ad serving network; and buy.at, an affiliate marketing solution. Platform-A currently has operations in the United States, nine countries across Europe, including Denmark, Finland, France, Germany, Netherlands, Norway, Spain, Sweden, the UK, and Japan through a joint venture with Mitsui. Learn more at <http://www.platform-a.com>.

**About ADTECH**

ADTECH is a leading international supplier of digital marketing solutions. The company's flagship product, Helios IQ ad serving platform, enables web publishers to manage, serve and evaluate virtually any kind of online advertising campaign including display, video and mobile formats. Helios IQ differentiates itself via its scalable, enterprise-class infrastructure and publisher-friendly tools, providing publishers with increased efficiency, reliability and ROI for their online advertising business. ADTECH is a wholly-owned subsidiary of Platform-A's Advertising.com Visit [www.adtech.de](http://www.adtech.de) for more information.

**About Gannett Co., Inc.**

Gannett Co., Inc. is a leading international news and information company that operates 23 TV stations and publishes 85 daily newspapers in the USA, including USA TODAY, the nation's largest-selling daily newspaper. The company also owns nearly 900 non-daily publications in the USA and USA WEEKEND, a weekly newspaper magazine. Gannett subsidiary Newsquest is the United Kingdom's second largest regional newspaper company. Newsquest publishes nearly 300 titles, including 17 daily newspapers, and a network of prize-winning Web sites. Gannett is an Internet leader with sites sponsored by its TV stations and newspapers including USATODAY.com, one of the most popular news sites on the Web.

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