MICROSOFT SELECTS Ad-ID AS ITS DIGITAL ADVERTISING CODE

Ad-ID selected due to its database reliability, universality, organizational stability and scalability

April 24, 2006 (New York, NY) – Today Ad-ID LLC, the universal advertising coding standard jointly developed and owned by The Association of National Advertisers, Inc. (ANA) and the American Association of Advertising Agencies (AAAA), the largest marketing and advertising industry trade organizations, announced that Microsoft Corp. has selected Ad-ID as its preferred metadata tagging system for digital media advertising.

Ad-ID provides the foundation for advertising digital trafficking and tracking, as well as digital connectivity. It is the equivalent of the retail community's "UPC code." By assigning a unique system-generated identification code to all advertising assets, including television, video, online, print, radio, outdoor, wireless, etc., Ad-ID improves the accuracy and efficiency of many advertising processes from delivery through billing, and will ultimately contribute to improved tracking and measuring advertising effectiveness across campaigns.

"This is the reason we developed Ad-ID – to meet the needs of ANA members in an advertising environment that is rapidly evolving and becoming more complex every day," said Barbara Bacci Mirque, Ad-ID co-CEO and ANA Executive Vice President. "Microsoft believes the future lies with identified, targeted, customized advertisements, and the best way to effectively track and measure results from advertising assets is by using Ad-ID - a universal code which provides end to end system connectivity."

Advertisers using Ad-ID will have the option of allowing information about their ads, such as title, date and producer to be available on Microsoft's various platforms. This information can be searched by consumers and link directly to advertisers' Web sites and services. The added benefit to advertisers is this will enable consumers to gain accurate, up-to-date information directly from them.

"The line between advertising and content is becoming blurred," said Mike Donahue, Ad-ID co-CEO and EVP, AAAA. "If advertising is entertaining it is reasonable to assume that consumers might want to know information about the creators and producers of the advertisement."

"Microsoft selected Ad-ID for its clear leadership in broadcast advertising identification, organizational stability, database reliability, operational scalability and ongoing commitment to providing advertisers with accurate data and product information," said Rich Lappenbusch, director of media standards business strategy at Microsoft. "With this alliance, developers will have a new option of using Ad-ID's services in applications and services and know that the Windows Media File format will reliably carry these metadata tags through to the consumer, enabling new rich advertising scenarios."

For more information or a demonstration of Ad-ID, please contact Brandon Perry at (704) 501-4410 (admin@ad-id.org), or visit www.ad-id.org. You can also visit the Ad-ID booth (#R446) at NAB 2006 in Las Vegas, NV from April 22 – 27, 2006. Barbara Bacci Mirque of Ad-ID will be presenting Monday 2pm at NAB 2006 live at the NAB Internet Theater, SL 1161, LVCC.

About Ad-ID

Advertising Digital Identification, or Ad-ID, is the new industry standard identifier for all commercial media. It is a Web-based service that offers unique identification codes for every advertising asset. The system enables advertisers, agencies, digital service providers and the media to reduce errors in handling, scheduling, broadcasting, and billing. Developed and managed by the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (AAAA).

About the ANA

The ANA's mission is to provide indispensable leadership that drives marketing communications, media and brand management excellence and champions, promotes and defends industry interests. The ANA is the industry's foremost and recognized source of marketing communications best practices. It also leads industry initiatives, influences industry practices, manages industry affairs, and advances, promotes and protects all advertisers and marketers. The trade association represents 370 companies with 8,000 brands that collectively spend over $100 billion in marketing communications and advertising. For more information visit www.ana.net.

About the AAAA

The American Association of Advertising Agencies is the national trade association of the advertising agency business. The 1,196 member agency offices it serves in the United States employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. The management-oriented association helps its members build their businesses, and acts as the industry's spokesman with media, government, and the public sector. For more information, visit www.aaaa.org.

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