



NEWS ANNOUNCEMENT

FOR IMMEDIATE RELEASE

Media Contact:

Robert Haskitt
rhaskitt@extremereach.com
206-818-8505

**Extreme Reach Completes Integration with Ad-ID to Streamline
Management and Distribution of Advertising**

***Industry's First Integration Between Ad-ID and Commercial Distribution
Platform Eliminates Steps in the Management of
Broadcast, and Online Ads.***

NEEDHAM, MA, July 14, 2010 – Extreme Reach, Inc., a leading provider of digital advertising distribution solutions, announced today that it has completed the industry's first integration between a video ad management and delivery platform and Ad-ID, the ad coding system developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA). The integration is designed to eliminate manual data entry steps and enable a more efficient ad distribution workflow.

The first company to begin using the integrated services was ad agency Team Detroit, Inc., on behalf of Ford Motor Company.

Myriam Leimback, Senior Vice President and Director of Broadcast Operations at Team Detroit commented on the efficiencies enabled by the Integration. "We're using the integrated combination of Extreme Reach and Ad-ID for Ford advertising, and we expect to see greater speed and efficiencies across the board, from national campaigns to regional dealer programs."

How the Integration Works

Advertisers are automatically issued a new Ad-ID code for every new commercial and routinely add important information about each ad within their Ad-ID account. Standard Ad-ID information includes the ad's title, length and permissible usage dates, but can also include talent, production and other usage details. Through a Web Services API, the Extreme Reach platform continuously monitors the information within Ad-ID, passing updates directly into the advertiser's associated Extreme Reach account. A new descriptive record for each new commercial is automatically prepared for distribution and other collaborative processes within the Extreme Reach account.

Extreme Reach digitally connects ad agency production, traffic and talent teams with their clients, production companies and 4400 North American television and cable broadcast destinations.

Harold Geller, Senior Vice President of Cross-Industry Workflow at the 4A's commented on the significance of the integration, "This integration automates and improves the workflow between advertiser, agency, distributor and medium. That's exactly what the 4A's and ANA set out to achieve with Ad-ID."

The integration also applies to other Extreme Reach services, such as radio and online ad distribution. Extreme Reach users can establish a direct connection to their Ad-ID account by changing two settings in their Extreme Reach account preferences.

About Extreme Reach

Extreme Reach is a leading provider of video advertising distribution solutions. The company's unique pure-digital ad delivery model connects hundreds of post-production houses, advertisers and agencies with thousands of media destinations and simplifies the management, delivery and tracking of ad campaigns across video media, including TV, radio, web, cinema, outdoor, and mobile. Extreme Reach is a privately held SAAS company led by an experienced executive team from the traditional and interactive media industries. Company headquarters are located in Needham, MA, with offices in New York, Chicago, Los Angeles and Louisville, KY. For more information, visit the Extreme Reach website: www.extremereach.com.

###