



MediaBank Is First Media Management System to Partner With Ad-ID

Partnership Allows Advertisers and Agencies to Significantly Improve Operating Efficiency

CHICAGO (November 24, 2008) – MediaBank, a leading provider of integrated technology solutions that help marketers and agencies better manage the end-to-end media buying process, and Ad-ID, a joint venture of the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA), today announced the integration of Advertising Digital Identification (Ad-ID) with MediaBank's technology platforms to help reduce common inefficiencies associated with the advertising and media buying process.

The full MediaBank product suite will integrate with Ad-ID to allow advertisers and agencies to more effectively manage metadata and measure performance throughout any media campaign lifecycle.

"Incorporating Ad-ID coding into MediaBank's innovative products greatly improves operational efficiencies for media buyers and advertisers," said Harold Geller, managing director of Ad-ID and senior vice president of Digital Initiatives at the 4A's. "MediaBank is providing enhanced transparency, accountability and efficiency to our industry."

Ad-ID, the advertising industry's Web-based, complete-code system, offers a central database where information about each commercial asset can be entered and coded to bring consistency to asset identification and enable the digital exchange of information.

MediaBank is the first media management system to directly integrate with Ad-ID. The partnership provides advertisers and agencies – delivered either on an on-demand basis or three times daily – with new or revised Ad-ID codes and metadata instantly through the MediaBank system. E-mail notifications provide alerts for successful or rejected transmission with actionable messages. Using MediaBank and Ad-ID, an advertiser can eliminate manual double entry and common errors, as well as receive timely updates of Ad-ID data for trafficking.

"This integration demonstrates MediaBank's commitment to product innovation and connectivity, and our dedication to provide our clients with the tools necessary to be the best at media buying," said Brad Keywell, founder of MediaBank. "This is a valuable asset to our clients who are challenged to better navigate and understand the increasingly complex media landscape."

MediaBank is built on an open architecture platform, which enables it to quickly integrate with other data sources and adapt as media types proliferate. The integration of MediaBank and Ad-ID has further enhanced the robust offerings provided to customers of MediaBank's diverse product suite that includes MediaBank O|X, the industry's first fully integrated cross-media buying solution, and MediaBank A|X, a leading analytics and media mix management tool that provides detailed, customizable analysis and tracking of all in-flight and historic advertising campaigns across all media types.



About MediaBank, LLC

Privately held, Chicago-based MediaBank, LLC is a leading provider of integrated technology solutions designed to enable marketers and agencies to better manage the end-to-end media buying process across all media channels – analog, digital, and emerging media types. MediaBank’s unique products provide marketers with unprecedented cross-media analytics and business intelligence capabilities through the use of planning, buying, accounting, workflow and data warehousing tools. MediaBank has more than 25 years of industry recognized experience in providing media buying solutions, and is committed to combining the latest technologies and applications to improve efficiency in the advertising industry. For more information on MediaBank, visit: www.mbxg.com.

About Ad-ID

Advertising Digital Identification, Ad-ID, is an Internet-based, digital identification system that generates a unique identifying code for all advertising assets (TV, radio, print, Internet, etc.). Each Ad-ID stores critical metadata related to an advertising asset. The system has open Web services for the interchange of metadata related to advertising assets, enabling advertisers, agencies, media and others throughout the media and marketing ecosystem to improve upon current ad-related processes and capitalize on emerging technologies and marketing opportunities. Developed by the American Association of Advertising Agencies (4A's) and the Association of National Advertisers, Inc. (ANA), Ad-ID is the only advertising asset coding system authorized and supported by the 4A's and ANA. For more information, visit www.Ad-ID.org.

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