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### Advertisers Adopt Ad-ID Coding System

August 29, 2005

By John Consoli

More than 300 of the nation's top advertisers have adopted Ad-ID, a universal ad coding standard, the Association of National Advertisers and the American Association of Advertising Agencies jointly announced today. Additionally, the groups said, a total of 875 companies have registered in Ad-ID, and over 14,000 individual codes have been created for various forms of advertising.

The codes have been generated in the United States and several other countries, including Canada, France, the United Kingdom, Portugal and Australia.

Ad-ID is the equivalent of the retail community's UPC code, providing the foundation for digital trafficking and tracking, as well as digital connectivity. By assigning a unique code to all advertisers and ad mediums, Ad-ID can improve the accuracy and efficiency of billing and tracking advertising.

Chris Rohrs, president, Television Advertising Bureau, said Ad-ID "is essential in order to fully utilize eBiz for Media, the auditable paperless trailer for the buying, selling and invoicing of media."

The Big Four TV networks (ABC, NBC, CBS and Fox) are Ad-ID compliant, and all the major advertising and marketing associations have offered public support. Donovan, Datatech, Harris Corporation, Talent Partners, Vyvx, MediaPlex, Verance and other industry systems are also Ad-ID compliant.

"We are committed to the industry's growth in technology and realize that antiquated coding systems and a lack of a common standard are not acceptable," said Bob Liodice, president and CEO of ANA. "Ad-ID establishes a common language that not only enables system-to-system communication, but also reduces inefficiencies and wasted dollars."

"Ad-ID lays the foundation upon which the future of digital communications in the ad industry will be built," said O. Burtch Drake, president and CEO of the 4 As.

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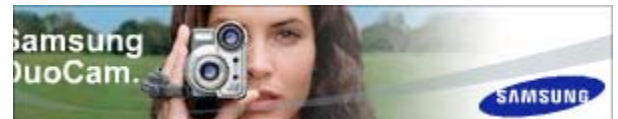
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