



## **Spotzer Selected by AlwaysOn as OnMedia Top 100 Winner**

Recognized for game-changing strategies in advertising, marketing, and promotion

Amsterdam, The Netherlands, January 23, 2008 – Spotzer Media Group, the world's first provider of affordable multi-media video advertising campaigns, today announced that it has been chosen by AlwaysOn as one of the OnMedia 100 Winners. Inclusion in the OnMedia 100 signifies major developments in the creation of marketing tools, services, venues, and advertising, branding, and public relation campaigns. Spotzer was specially selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

Spotzer and the OnMedia 100 Top Private Companies will be honored at the OnMedia conference scheduled to occur on January 28-30, 2008 at The Mandarin Oriental Hotel in New York City. This two-and-a-half day executive event will feature technology CEO's from Silicon Valley leading presentations and high-level debates with the global advertising and media establishment, about disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

Fifty of the top CEO's from the OnMedia 100 will present their market strategies to a panel of industry experts in a 'CEO Showcase'.

"The OnMedia 100 winners have excelled in key strategic areas in the advertising, marketing, public relations, and promotion industry", said Tony Perkins, founder and CEO of AlwaysOn. "We congratulate them for their success in introducing new tools, services, and venues for marketers to have at their fingertips and for use to take their business to the next level in innovation."

The OnMedia 100 was selected from over hundreds of companies, nominated by a panel of industry experts in the online ad service, technology, community platform, mobile advertising, marketing, and Web analytic sectors from around the world.

Spotzer is a new type of advertising agency that has created a way to make video advertising, affordable for smaller companies. Spotzer offers local advertisers an online library of creative, ready-to-air commercials produced by industry-leading art directors and film makers from around the world. For example, a local business in New York can buy exclusive rights to use an ad throughout the tri-state area for as little as \$500 – significantly reducing the company’s advertising costs. Advertisers can also use Spotzer to plan and buy spots across multiple advertising media, including television, the Web, and digital out-of-home TV networks.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn Web site at <http://www.alwayson.goingon.com/>

“We are proud to be recognized as disruptor by AlwaysOn”, said Chief Executive Andrew D. Klein. “In a lot of ways the advertising industry has not yet gone through the digital revolution. Most media buying is still done by people on phones passing orders on paper. Spotzer has developed ways to leverage the Web and other technologies to create efficiencies that make video advertising more accessible.”

### **About Spotzer Media Group**

The first global “long tail” advertising agency, Spotzer offers turn-key multi-media video ad campaigns to local businesses around the world. Through the group’s website ([www.spotzer.com](http://www.spotzer.com),) advertisers can license and then personalize a high-quality video commercial for remarkably low fees. Advertisers can also create geographically and demographically targeted media plans and purchase advertising time on television, Web sites and out-of-home TV networks.

### **About AlwaysOn**

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its

executive event series (OnMedia NYC, Venture Summit East and West, On Hollywood, The Broadband Digital, Stanford Summit, and Going Green)and quarterly print “blogozine”. No other media brand has dared to create such open interaction with its readers and event participants.

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**Contacts for Spotzer**

Nina Breuning

Caroline Hulsman

Edelman -- Amsterdam

+31 20 3010980

[Mailto:nina.breuning@edelman.com](mailto:nina.breuning@edelman.com)

Christel van der Boom

Edelman – US

+1 650-762-2948

<mailto:christel.vanderboom@edelman.com>

**Contact for AlwaysOn**

Voce Communications

Leah McLean

Telephone: 001-415-308-7928

[Mailto:lmclean@vocecomm.com](mailto:lmclean@vocecomm.com)