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GORDON HENRY JOINS SPOTZER MEDIA TO RUN NORTH AMERICA

Yellowbook Veteran Appointed President for Video Advertising Pioneer

New York, New York – October 1, 2008 – Spotzer Media Group, BV, a technology-driven creative agency working with media companies and yellow pages publishers globally to make video advertising easy and affordable for local merchants, today announced that Gordon Henry has joined as President of its rapidly expanding business in North and South America.

Henry, who will be based in New York City, is a highly accomplished media executive with more than 20 years of advertising and publishing experience in yellow pages, newspapers, and direct marketing. Since 2001 he has worked at Yellowbook, where he served as Chief Marketing Officer and Senior Vice President.

At Yellowbook, Henry led the expansion of the company's print and online products and the development of its national brand. Yellowbook is part of Yell Group PLC, and is the #1 independent publisher of print and online yellow pages directories in the US.

Previously, Henry held marketing and business development positions at Knight Ridder/Philadelphia Newspapers Inc. and Columbia House Company. He has an MBA from Wharton Business School, an MA in International Affairs from the University of Pennsylvania, and earned his BA at Yale University.

“Gordon brings an enormous understanding of the local merchant and the media companies that dominate the local advertising industry.” said Spotzer founder and CEO Andrew D. Klein. “He has the perfect skills and knowledge to extend our lead in bringing innovative products and services to local merchants through channel partnerships.”

Started in 2006, Spotzer has pioneered a ready-to-air approach to creating merchant videos. Leveraging a multi-national network of creative professionals and pioneering video ad-making technology, the company has created a library of thousands of pre-produced high quality videos. An advertiser can purchase a regionally exclusive license to a video and then personalize it with a professionally written and record voice track and text overlays as well as with logos and photos of the people, products and premises of the business. The cost of these high quality videos is just a fraction of the cost of custom-made videos and much easier to create.

Spotzer employs the same processes and technology to make video advertising for local businesses running direct response and brand advertising. Spotzer’s libraries feature hundreds of high-quality commercials that can be efficiently customized and rendered for television, web, and out-of-home TV networks.

“Spotzer has built an impressive, scalable new way of enabling high-quality local video advertising at a rate that is affordable to small and medium-sized businesses,” added Henry. “I am excited to take my experience and relationships to now manage the company’s rapidly growing North American activities. With the spread of broadband and the development of increasingly powerful targeting technologies, we have a tremendous opportunity to build a big business in close alignment with traditional and new media partners around the world.”

About Spotzer Media Group

Spotzer Media Group, BV (www.spotzer.com) is a technology-driven creative agency working with media companies and yellow pages publishers globally to make video advertising easy and affordable for local merchants. Based in Amsterdam, Spotzer offers a library of ready-to-air videos that advertisers can customize with professionally written and produced voice tracks, titles, logos and even photos or video of their people, products or premises. Spotzer also supports media companies and publishers in offering comprehensive advertising campaigns across television, web and out-of-home TV networks.