



SPOTZER MEDIA HIRES GLOBAL STUDIO HEAD

Y&R Executive to Lead Rapidly Expanding Ad Creation Network

Amsterdam, The Netherlands – Jan. 28, 2008 – Spotzer Media Group, BV, the venture capital backed ad agency that is making TV and web video advertising fast, easy and affordable for local businesses around the world, today announced Tamar van de Paal has joined to run its rapidly expanding virtual ad creation studio (www.spotzerstudio.com.)

Since launching last year, Spotzer has enlisted more than 2,500 creative professionals from around the globe to participate in making quality ready-to-air video commercials for its online library. The studio members include freelance creative directors, copywriters, film makers and videographers, musicians, voice artists, directors, producers and production companies. Van de Paal will assume responsibility for managing the international network as well as Spotzer's in-house creative development and content acquisition teams.

Van de Paal is an experienced and highly acclaimed agency executive with substantial brand management and digital experience in both the United States and Europe. He joined Y&R's Wunderman group in 1997 and went on to hold a number of senior positions managing teams and business development. Most recently he served in London as business development director and member of the Wunderman's Executive Board.

"Although our business model and sales strategies are radically different compared to traditional agencies, Spotzer is nevertheless very dependent on producing the highest quality advertising," said Spotzer chief executive officer Andrew D. Klein. "Tamar brings world-class brand management skills as well as strong financial and people management abilities. He fits perfectly as leader of our creative initiatives."

“In terms of talent, depth and variety, the creative professionals that have joined Spotzer Studio are truly impressive by any standard,” added van de Paal. “Our ability to create quality advertising at a remarkably low cost is already significant and will only grow stronger. I am thrilled to join the effort to bring about genuine revolution in the way advertising is designed and produced.”

About Spotzer

Spotzer makes effective video advertising fast, easy and affordable for local businesses around the world. Through its platform (www.spotzer.com), Spotzer helps clients plan and execute highly targeted campaigns across television, Web and out-of-home TV networks. For as little as Euro 10,000, clients can run a comprehensive campaign consisting of a professionally produced ad and a customized media schedule that efficiently delivers its message to the right target audience when and where they are watching.

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