BEANIE AWARDS # METRICS # WHAT'S NEW #

#### **BEANIE AWARDS**

#### CLICK IMAGE TO VIEW CREATIVE

The Beanie Award is aptly named for PointRoll's signature product FatBoy, who wears a propeller beanie cap. Selected from over 800 campaigns each month, Beanie Award winners are part of an elite group and represent the most outstanding use of rich media technology through exceptional design, use of functionality or superlative campaign metrics. Less than one percent of all PointRoll campaigns are recognized with a Beanie Award. Each winner receives a special award and an authentic PointRoll propeller beanie hat. And the winners are...



Advertiser: Procter & Gamble-Tampax Creative Agency: Digitas Boston Media Agency: MediaVest Worldwide Product: Synched Unit Beanie Winner: Outstanding Creative Design







Advertiser: SC Johnson Creative Agency: R/GA Media Agency: DraftFCB Product: FatBoy Expandable Beanie Winner: Outstanding Metrics



Advertiser: Pentel
Creative Agency: Alloy Media +
Marketing
Media Agency: Alloy Media +
Marketing
Product: FatBoy Expandable

Beanie Winner: Outstanding Metrics



Advertiser: Procter & Gamble-Herbal Essences Creative Agency: Resource Interactive Media Agency: MediaVest Worldwide Product: FatBoy Expandable Beanie Winner: Outstanding



Advertiser: NAPA Auto Parts Creative Agency: Fahlgren Media Agency: Fahlgren Product: FatBoy Expandable Beanie Winner: Outstanding/Innovative use of features



Advertiser: Toyota Creative Agency: Nobox Media Agency: Nobox Product: FatBoy Expandable Beanie Winner: Outstanding Metrics

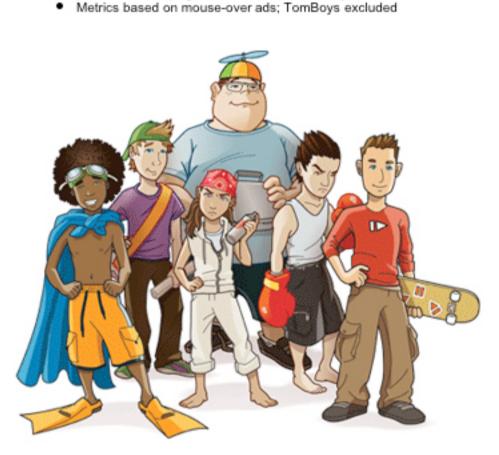
#### **VERTICAL METRICS**

(rolling 3 months ending 12/31/08)

The chart below reports brand metrics for PointRoll ad units across key verticals. The interaction rate for a PointRoll ad unit is 6.77% and avg. brand interaction time is 14.52 seconds.

	INTERACTION RATE	AVG. BRAND INTERACTION TIME
Advertising	10.14%	14.99
Computers & Technology	y 23.61%	15.93
Entertainment	7.58%	15.19
Government	7.19%	22.71
Retail	7.61%	15.63
Sports & Fitness	9.74%	18.90
Telecommunications	7.20%	15.21
Toys & Games	13.43%	17.53
Travel & Tourism	7.18%	13.02
PointRoll Benchmark	6.77%	14.52

- Interaction Rate: Total Interactions/Total Impressions
- Interaction: Anytime a user expands an ad by rolling a mouse over
   Avg. Brand Interaction Time: Weighted average of total seconds that
- Avg. Brand Interaction Time: Weighted average of total seconds that
- panels were displayed within an individual impression



## WHAT'S NEW

Metrics

# PointRoll Expands International Reach to India – Partners with Komli Media

PointRoll and Komli Media, India's leading online advertising technology firm, have entered a two-year strategic partnership to further develop and service the Indian market. Through the Komli and PointRoll partnership, Indian advertisers will now be able to develop, manage and deliver dynamic and interactive rich media that improves campaign effectiveness, increasing branding and conversion opportunities while also providing publishers with a more engaging platform.

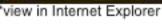
In the rapidly growing Indian Internet advertising market, advertisers are eager to tap into the benefits of providing rich media ad content to promote their brands and engage customers, while publishers benefit from new ways to increase ad revenue through unique and engaging rich media formats.

Indian advertisers now have access to in-depth reporting and analytics capabilities through PointRoll, allowing for a significantly enhanced understanding of how consumers are engaging with their brands. This partnership compliments PointRoll's overall international reach which spans Asia, Australia, South America, Canada and Europe.

## Ford, ESPN, Apple and CNET Innovate with PointRoll

Advertisers, agencies, publishers and PointRoll are coming together to develop unique and innovative ad executions. From custom formats and integrated content to leading edge video and dynamic creative, the sky's the limit for grabbing a user's attention and inspiring them to engage. Reach out to your PointRoll rep today on these and other cutting-edge capabilities.







## PointRoll Partners with Omniture to Further Enhance Reporting Capability and Integration

