



OwnerIQ Adds Seasoned Advertising Industry Executive to Board of Directors

Hill Holliday EVP Lisa Badeau Brings Valuable Agency Experience Running Campaigns For Large Advertisers

BOSTON – April 15, 2008 – [OwnerIQ](#), the first company to deliver customized, ownership-targeted media programs, today announced that Lisa Badeau has joined the company's board of directors. Ms. Badeau is an executive vice president at [Hill Holliday](#), a leading full-service communications agency offering integrated marketing and advertising solutions to clients such as Bank of America, CVS/pharmacy, Dunkin' Donuts, John Hancock, Liberty Mutual, and Verizon Wireless.

"Lisa's extensive experience directing campaigns for large advertisers will be invaluable as OwnerIQ continues to grow and win business from major industry brands such as [Electrolux](#), Keurig and Sears," said Jay Habegger, CEO of OwnerIQ. "We welcome the addition of her advertising agency experience to the OwnerIQ board of directors."

Ms. Badeau brings more than twenty years experience in the advertising industry to her appointment to the OwnerIQ board of directors. As a senior executive with Hill Holliday for the past six years, Ms. Badeau manages several of the firm's largest accounts including CVS/pharmacy, Toys "R" US Inc., and Harvard Pilgrim Health Care. As a group account director, she is responsible for managing all activities across disciplines, from strategic account planning, media planning and buying, to interactive and creative. Prior to Hill Holliday, Ms. Badeau held senior positions at Cohn Godley Norwood and Arnold Worldwide. She is also on the board of directors of the [Ad Club](#), a trade organization for the New England Communications Industry.

"OwnerIQ's ownership targeted media programs provide advertisers with an unprecedented opportunity to precisely target likely purchasers," said Ms. Badeau. "The team has done a great job working with its clients to develop highly customized and effective media programs, and I look forward to supporting OwnerIQ's continued success."

OwnerIQ CEO, Jay Habegger, was introduced to Ms. Badeau through [The Boston Club](#), New England's oldest and largest organization for professional and executive women. The Boston Club's Corporate Board Resource Committee helps source highly qualified women board candidates. Hill Holliday president, Karen Kaplan, is an advisor to the Corporate Board Resource Committee of The Boston Club and recommended Lisa Badeau for the board seat at OwnerIQ.

"By tapping into the Boston Club, OwnerIQ clearly recognizes the important role that women play in the corporate boardroom," said Ms. Kaplan. "Lisa is a tremendous asset to the Hill Holliday team and I'm pleased to have referred her to OwnerIQ through the Boston Club's Corporate Board Resource."

About OwnerIQ

[OwnerIQ](#) operates a network of consumer self-support Web sites for common household product categories. The company is pioneering the concept of [Ownership Targeting](#), providing brand advertisers with highly customized programs to precisely target consumers based on products they already own. Ownership Targeting takes the guesswork out of identifying likely purchasers and enables advertisers to influence consumers throughout a product's ownership lifecycle. Founded in August 2006, OwnerIQ is based in Boston and is led by a proven management team of online media professionals. For more information, please visit: <http://owneriq.net>.

About Hill Holliday

Hill Holliday, owned by the Interpublic Group of Companies and headquartered in Boston with offices in New York, Miami and Greenville, S.C., is one of the top communication agencies in the nation. Hill Holliday has won every major award for advertising excellence and effectiveness and has among its roster of clients leading national and regional brands including Anheuser-Busch, AOL, Bank of America, Chili's Grill & Bar, Cleveland Clinic, Covidien, CVS/pharmacy, Dunkin' Donuts, Harvard Pilgrim Healthcare, Liberty Mutual, The Massachusetts State Lottery, Novartis, Partners Healthcare, Procter & Gamble, the Rockport Company, Toys "R" Us, TJX Cos. and Verizon Wireless. Hill Holliday can be found on the Web at www.hhcc.com

About The Boston Club:

The Boston Club is an influential community advancing women leaders, offering connection, access and professional development. Created in 1976, The Boston Club is New England's largest organization of senior executive and professional women. The Club's key initiatives are increasing the participation of women on corporate and nonprofit boards; providing topical, provocative programs; and conducting research on issues affecting women in business.