



OwnerIQ Hires Michael Ouellette as Vice President, Publisher Development

Continues Focus on Developing Strategic Publisher Relationships

BOSTON, MA – May 27, 2010 – OwnerIQ, the inventor of Ownership Targeted media and developer of one of the most advanced Real-Time media buying platforms in the industry, announced today it has hired Michael Ouellette as Vice President of Publisher Development.

Michael is building OwnerIQ's third party publisher channel, giving publishers the tools necessary to anonymously identify their audiences based on product ownership and interest so they can leverage their ownership data to support targeted advertising campaigns.

Michael is also working with key publisher partners to enhance consumer access to product information on OwnerIQ's ManualsOnline.com property, feeding rich product information from publishers to ManualsOnline's nearly 4 million monthly users.

“Michael brings a unique perspective to OwnerIQ, with deep experience that cuts across each of our assets,” said Jay Habegger, Founder and CEO of OwnerIQ. “Whether it be exposing partner publisher content and applications to ManualsOnline site visitors, creating additional revenue streams for publishers through unique data licensing opportunities, allowing publishers to capitalize on our advanced media buying platform, or bolstering publishers site content with the web's most comprehensive collection of support and user manual information – Mike's experience will position publishers to best capitalize on the many opportunities afforded them by OwnerIQ's publisher solutions.”

Mr. Ouellette comes to OwnerIQ from Commission Junction, where, as Director Publisher Development, he led the Publisher Development team's focus on fostering strategic relationships between top publishers and advertisers. Michael brings more than a dozen years of affiliate marketing experience across the spectrum of publisher, advertiser and network, with past positions including VP, Merchant Development at OneCause and Sales Director at Compete.

“OwnerIQ has a number of assets which are very attractive to online publishers of all sizes,” said Mr. Ouellette. “I'm looking forward to introducing these offerings to a broader set of publishers, and am most excited by the ongoing development of new and innovative ways to meet the needs of our current and future publisher partners.”

About OwnerIQ

OwnerIQ (www.OwnerIQ.com), has pioneered the concept of Ownership Targeting, and in the process has taken the knowledge of what people own or are interested in owning and turned it into one of the most compelling and actionable behavioral targeting solutions available to advertisers today. OwnerIQ combines its unique and proprietary database of ownership information with its MOST™ real-time, cross exchange demand-side platform (“DSP”) to uniquely enable advertisers to target specific anonymous users with their messaging, on an impression-by-impression basis, across 90% of the web and with proven and dramatically better results than alternative solutions. Along with its wholly owned product support site, ManualsOnline.com, one of the web’s most visited online support sites, OwnerIQ provides an end to end solution for online publishers looking for additional methods of monetizing their existing webs site traffic.

OwnerIQ was founded in 2006 by a group of seasoned online internet advertising entrepreneurs and is backed by a consortium of leading venture capitalists. For more information, please visit: www.owneriq.com.

Contact:

Mary Kelly
OwnerIQ, Inc.
mkelly@owneriq.com
866.870.2295