

MEDIA ADVISORY

**ONLINE ADVERTISING EXPERTS SHARE INSIGHTS AS
“THE PERFORMANCE INTERVIEWS” LAUNCH AT AD:TECH**

- WHO:** Dozens of well-respected online advertising professionals.
- WHAT:** **The Performance Interviews** – A video series to define “performance.”
- WHEN:** Several interviews are online now and more will be added throughout 2007.
- WHERE:** www.valueclickmedia.com/interviews.shtml
- WHY:** To heighten awareness of the meaning and importance of performance by sharing knowledge about it from industry experts.

Performance is one of the most commonly used terms in online advertising, but what truly defines performance? How do you know it when you see it? And why is it so critical?

“The Performance Interviews” is a series that explores the topic of performance through the views and opinions of some of the most respected minds in online advertising. Each interview contains insightful wisdom on performance, both professionally and in life outside of work.

Additional Performance Interview tapings are scheduled during ad:tech. For more information, contact Tony Winders at 818-554-9236 or twinders@valueclick.com or visit ValueClick in booth #5943.

Interviews Completed*

Jeff Adelson-Yan, LevelWing Media	Carrie Lane, U.S. International Media
Rupal Amin, Starcom Sydney	Michelle Madhok, SheFinds.com
Amy Auerbach, PHD	Kevin Lee, Did-it.com
Gary Baker, ClipBlast!	Joe Mandese, MediaPost Communications
Brad Barends, iMedia Communications	Jim Meskauskas, ICON International
Daniel Bernstein, Ogilvy	Rick Parkhill, iMedia Communications
David Berkowitz, 360i	Craig Petz, Tax Brain
Rex Briggs, Marketing Evolution	Chris Portella, Organic
Sean Cheyney, AccuQuote	Chuck Prewitt, The Weather Underground
Nicole Conrick, VML	Mark Ribaud, Scholastic
Sheryl Draizen, Interactive Advertising Bureau	Randall Rothenberg, Interactive Advertising Bureau
Dawn Dumont, Integrated Media Solutions	Peg Samuel, Social Diva
John Durham, Jumpstart Automotive Media	Paul Santello, Carat Fusion
John Federico, Monster	Lori Schwartz, IPG Emerging Media Lab
Jack Flanagan comScore Media Metrix	Scott Shamberg, Critical Mass
Gay Gaddis, T3	Amir Shikh, Mirriam Webster
Jocelyn Griffing, ICON International	Michael Soh, Carat Fusion
Taddy Hall, Advertising Research Foundation	Michael Tchong, Ubercool
Tim Hand, Kelley Blue Book	Vince Thompson, Middleshift
Michael Hayes, Initiative Interactive	Dana Todd, SiteLab International
Bill Jeffries, Demand Media	Shibu Varghese, Integrated Media Solutions
Edward Kim, Red Bricks Media	Doron Wesley, MillwardBrown
Mark Lam, Live365	Harmen Westra, InsightExpress

* Not all interviews are online. New interviews will be posted regularly throughout 2007.