

# TACODA Audience Networks™ To Ensure Advertisers "Clean, Well-Lit Environment"

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*Partners with ContentWatch to Make Certain Advertising Will Not Appear In Unsuitable Environments*

NEW YORK (May 17, 2006) TACODA®, the world's largest behaviorally-targeted online advertising network, today announced that it will begin weekly screening of content that appears adjacent to ads served over the nation's first and largest behaviorally targeted network. Accordingly, TACODA has partnered with global Internet safety leader ContentWatch which will automatically scan all 3,500 sites in TACODA Audience Networks and flag those with inappropriate content for review and filtering by TACODA.

This initiative coupled with TACODA's strict rules of conduct and enforcement for its network publishers sets a new standard for advertising networks.

"Our goal is to provide advertisers with a 'clean, well-lit environment' for their marketing messages," says TACODA President & COO Curt Viebranz. "Since behaviorally targeted ads are, by design, served out of context to people rather than pages, advertisers must be reassured that their ads won't appear on pages that will in any way damage their brand. Brands that entrust TACODA to serve their ads will be confident of a clean environment."

ContentWatch leads the Internet Content Filter market and provides companies such as Disney with child protection filtering software enabling a safer Internet. ContentWatch's flagship product, ContentProtect 2.0, uses dynamic filtering analysis to protect Web content. As Web pages are requested, ContentProtect's dynamic engine has the ability to understand content in context and filter appropriately.

"ContentWatch is very pleased to be part of this ground-breaking service for the behavioral marketing and online advertising industry." says Ken Knapton, Vice President, Engineering for ContentWatch, Inc. "As the online advertising market grows, it will become more and more important to vigilantly monitor the constantly changing content on the Internet. Now that major brands are shifting significant dollars to the Internet, we want to assure them of a positive online experience. Together, TACODA and ContentWatch will provide protection against anything that can devalue a brand."

ContentWatch, Inc. ([www.contentwatch.com](http://www.contentwatch.com)) delivers Internet management solutions for the home, library, education, government and SMB markets. ContentWatch's mission is to be the world leader in thought and technology by creating Internet management tools and services that provide homes and businesses with a safer, more productive Internet experience. Based in Salt Lake City, ContentWatch has customers in all 50 states and more than 100 countries.

New York-based TACODA® ([www.tacoda.com](http://www.tacoda.com)) is the world's largest provider of behaviorally-targeted online advertising services. Through TACODA Audience Networks™, brand advertisers can reach their target audiences on premium sites at substantial scale, and do it simply and cost-effectively while generating powerful, actionable audience insights. By delivering relevant messages TACODA simplifies

behaviorally-targeted campaigns for brand advertisers. Virtually every top 100 online advertiser has run campaigns on TACODA-enabled websites.

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