

Legolas Media Launches First Audience 'Futures' Marketplace With Horizon Media and Other Agencies on Board

*By Creating, Forecasting and Buying Specific Target Audience Segments,
Legolas Marketplace Users Reduce Waste and Increase Ad Effectiveness*

NEW YORK – **Legolas Media** (www.legolas-media.com) has launched the online ad industry's first audience 'futures' platform – allowing audience planning and buying to occur in a direct and guaranteed manner.

The Legolas marketplace leverages over 10,000 data points for audience targeting, and 115 campaigns have already been executed on over 20 premium publishers in 2011. Technology partners include SymphonyIRI, PointRoll, TARGUSinfo a Neustar Company, IXI an Equifax Company, and Datalogix, among others.

Horizon Media, the world's largest independent media services company, has come on board as a user of the new Legolas Marketplace platform, along with several other media agencies and brand advertisers. This select group of advertisers represents a wide range of industry sectors including retail and consumer package goods.

With the Legolas Marketplace, Horizon Media and other participating agencies and brands determine reach, frequency and per-publisher allocations upfront. They are then delivered only to defined audiences in a transparent and brand-safe environment using rich messages. No exchanges, Demand Side Platforms or Supply Side Platforms are necessary.

"In our initial beta testing, The Legolas Marketplace allowed us to easily integrate audience planning and buying into our strategy and activation practices, including targeting special user profiles not seen with other technologies" said Jason Smith, Media Director, Horizon Media. "Not only did it empower us with transparent digital advertising, it also delivered an impressive brand awareness lift just shy of 40% amongst new mover profiles. We're excited to now forge a continuing relationship with Legolas and, most importantly, drive increased performance for our clients here at Horizon."

"We developed this simple yet powerful platform so brands can combine

the effectiveness of audience buying with their need for scale, safety and quality environment. Our clients are quickly and easily translating digital strategy to a measurable media plan that gets the most out of their budgets” said Yoav Arnstein, Founder and CEO, Legolas Media. “Premium Publishers, in turn, get full yield and data control while accessing audience budgets. It is an audience monetization tool they are excited about.”

About Horizon Media

Horizon Media, Inc. is the largest independent media services company in the world. The company was founded in 1989, is headquartered in New York and has offices in Los Angeles, San Diego and Amsterdam, Netherlands. Horizon Media was chosen as 2010 U.S. Media Agency of the Year by *Adweek/Brandweek/Mediaweek* as well as by *AdAge* and as one the world's ten most innovative marketing and advertising companies by *Fast Company* in 2011.

The company's mission is “To create the most meaningful brand connections within the lives of people everywhere.” By delivering on this mission through a holistic approach to brand marketing, Horizon Media has become the fastest-growing media agency in the industry, with estimated billings of \$3 billion and approximately 600 employees.

The company is also a founding member of Columbus Media International, a multi-national partnership of independent media agencies. For more information, please visit www.horizonmedia.com.

About Legolas Media

The Legolas Media Marketplace is an innovative online advertising technology that brings together buyers and sellers to effectively execute audience buys. Agencies and advertisers use the Legolas platform to drive price and performance optimization for audience buying across all inventory types, and provide transparency and forecasting to clients.

Publishers rely on Legolas to sell audiences in a direct and guaranteed manner while commanding attractive price points. Legolas is innovating audience trading by removing the inefficiencies in the current marketplace, enabling access to premium inventory and introducing unique buying tools.



Legolas is led by a group of seasoned executives from the digital media industry and is backed by Greylock Partners, Valhalla Partners, Blumberg Capital and strategic investors. For more information visit: www.legolas-media.com.

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