

Legolas Media Secures \$5M in Venture Capital Funding

Company Set To Attract Additional Digital Media Budgets To Its Marketplace, Redefining Audience Buying

NEW YORK, NY – FOR IMMEDIATE RELEASE - Legolas Media (www.legolas-media.com), a next generation audience marketplace, today announced that it closed \$5 million in Series B venture capital funding. Led by Valhalla Partners, a Venture Capital firm with deep experience in the digital advertising market, this new funding enables the company to expand services and better serve its existing client base. The funding round also included participation from Legolas Media's current investors, Greylock Partners and Blumberg Capital. As part of the funding, Kiran Hebbar from Valhalla Partners will be joining the Legolas Media board.

The Legolas solution, a next generation marketplace, is enabling direct, guaranteed and 'futures' like audience trading between digital media buyers and premium publishers. Agencies and Advertisers utilize the Legolas platform to build proprietary audience segments and target them across a range of integrated publishers. The platform deploys an innovative technology for budget allocation and price optimization.

Legolas is redefining audience trading by removing friction between buyers and sellers. The transparent and guaranteed buying process is aligning publishers against marketer's objectives. It is also an enabler of creative format freedom and cross-channel digital marketing which are paramount for the success of digital ad campaigns.

"We are very interested in the Legolas team and the opportunity. The idea of a marketplace where brand advertisers can deliver high value campaigns with premium inventory and targetable audience is a winning idea. Yoav, Ran, and Yiftah are a strong experienced team with great advertising roots, and their target market is a rapidly-growing segment with buyers who are not afraid to try new solutions. Valhalla is pitching in to help this team succeed." said Kiran Hebbar, Partner at Valhalla Partners.

"With this round of funding, we will make the innovative Legolas Marketplace even more compelling for online advertisers and publishers

while driving great results" said Yoav Arnstein, co-founder and CEO at Legolas Media. "At the same time, we plan to expand our team to support the innovations and features demanded by our rapidly growing customer base and partners."

About Legolas Media

Legolas Media is an innovative technology company in the field of digital marketing. The Legolas marketplace offers a unique approach by which buyers and sellers of digital advertising space, can trade online audiences. Agencies and Advertisers use our tools to drive price and performance optimization for audience buying across all inventory types. The platform enables publishers to sell audiences in a direct and guaranteed manner while commanding attractive price points. Legolas is innovating audience trading by removing much inefficiency in the 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.

About Valhalla Partners

Valhalla Partners is a trusted partner and advisor to technology entrepreneurs in their quest to build world-class companies. Based in Vienna, Virginia, the firm's management team has made more than 120 investments over the past twenty years and produced almost \$1 billion of investment proceeds. Valhalla prefers investments where the mission of the company is to innovate, challenge and fundamentally change the dynamics of new and existing markets. Investments by Valhalla's team include Advertising.com, CareerBuilder.com, Clarify, EnterpriseDB, Epicor, Exchange Solutions, JumpTap, LeftHand Networks, Mobius, NextLink, Nirvanix, Progress Software, Proxicom, RealOps, Register.com, Riverbed Technologies, SafeNet, SEPATON, ServiceBench, Trilogy, and webMethods. Valhalla Partners brings the full power and network of its experienced team to every investment it makes, helping companies grow faster and smarter regardless of size or maturity. For more information, go to <http://www.valhallapartners.com>.