Press Release

IMMEDIATE

Network Advertising Initiative Applauds New Self-Regulation Principles by Industry Associations

YORK, MAINE – July 2, 2009:

The Network Advertising Initiative (NAI) today applauded the announcement of Self-Regulatory Principles for Online Behavioral Advertising by the IAB, DMA, AAAA, ANA, and BBB.

"The NAI applauds the creation of these Principles and appreciates the opportunity to have been involved in their development," said Charles Curran, Executive Director of the Network Advertising Initiative. "Our members' long-standing experience under the NAI's code shows the effectiveness of self-regulation in providing consumers with notice and choice about online behavioral advertising. The broadening of industry self-regulatory standards under these Principles will enhance consumer confidence in the online medium, and we commend the Associations for their leadership in bringing together thousands of companies to expand transparency and choice across the Internet ecosystem."

Over the past decade, the NAI and its members have championed actionable self-regulatory standards for online behavioral advertising under the NAI's Code of Conduct. Today, thirty-three of the largest advertising networks and marketing companies are members, and the NAI's Web site (www.networkadvertising.org) offers consumers the ability to learn more about, or opt out of, online behavioral advertising by any or all of its member companies, across the many thousands of Web sites on which such advertising is served.

As announced in its testimony before the House Commerce Committee earlier this month, the NAI and its members are also committed to developing technologies that would allow any entity engaged in online behavioral advertising to provide enhanced consumer notice in or around the banner advertisements it provides consumers.

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About the NAI

The Network Advertising Initiative's members include significant online advertising companies such as AOL's Platform-A division, Akamai, Microsoft's aQuantive division, Google, Yahoo!, AlmondNet, Audience Science, BlueKai, Media6Degrees, SpecificMEDIA, and 24/7 Real Media.