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MaxPoint Interactive Extends Neighborhood-Level Advertising Targeting Technology to Video Content

Launch of In-Stream and Display Video Advertising Targeting Solution Gives Brands and Retailers Another Channel to Reach Their Local Audiences

CARY, N.C, June 7, 2011 – MaxPoint Interactive, the leading digital retail advertising platform, today announced the release of a video solution that extends the company's core technology to enable brand and retail advertisers to now target both pre-roll and in-banner video ads at a neighborhood level. Using MaxPoint's proprietary technology, digital advertisers can ensure that only the most qualified audience – those within a specific mile radius of a retail store where they can purchase the product and those that are most interested in the product in question – see their video ads.

MaxPoint launches its video targeting solution just in time for accelerated growth in spending on video advertising. According to a recent survey by BrightRoll, 28 percent of media buyers expect to see the greatest increase in ad spending in the online video category for 2011 and analysts at eMarketer expect spending for video ads to hit almost \$2 billion in 2011 alone.

MaxPoint's comprehensive video solution with advanced local targeting enables digital advertisers to target their pre-roll video, reaching up to 90% of online users across multiple high-quality and brand-safe content sites, including co-branded YouTube channels. Advertisers have the option to purchase :15 or :30 pre-roll spots for display as well as companion ads.

"Video advertising is an engaging way for retailers and brands to reach target audiences and drive them to retail locations to make in-store purchases," said Joe Epperson, CEO of MaxPoint. "MaxPoint allows advertisers to leverage their pre-existing video content, namely their advertising spots created for television, into another cost-effective and dynamic channel. We believe this combination is a really powerful solution for our brand and retail partners, especially during the upcoming back-to-school and holiday shopping season."



To enable brands and retailers to quickly and easily leverage already existing investments in TV advertising or other creative into dynamically targeted powerful online video ads, MaxPoint has partnered with Mixpo, a dynamic video advertising provider. Mixpo's technology enables advertisers to easily transform existing TV spots into dynamic video ads that run in any standard display ad unit. These ads are targeted to run only when the audience matches the brand's customized neighborhood profile, which is based on the characteristics and interests of the people who live there, as well as to the proximity to a retail location.

"MaxPoint's technology targets the most qualified online audiences at the neighborhood level, while we work to deploy the most relevant, engaging in-banner video ad for each individual," said Anupam Gupta, president and CEO of Mixpo. "The collaboration results in the first solution for retail advertisers that ties video view, duration and interaction data together with advanced local targeting for increased return on investment for advertisers."

For more information about MaxPoint's digital retail advertising platform and how to incorporate it into your retail or brand's digital campaign, please visit MaxPoint Interactive at www.maxpointinteractive.com.

About MaxPoint Interactive

MaxPoint, the leading digital retail advertising platform, enables retailers and brands to execute highly efficient and effective digital advertising that drives in-store sales. Our proprietary and customizable technology uniquely combines both demographic and point of sale datasets to pinpoint your qualified customers who are both able *and* interested in purchasing your product. MaxPoint's Digital Zip™ technology is two times more precise than traditional zip codes, offering accurate neighborhood-level targeting with national scalability and reach. Founded in 2007, MaxPoint has offices in New York, Chicago, Austin and Raleigh-Durham. Learn how our easy-to-use platform can generate brand safe, rapid ROI for you, by visiting www.maxpointinteractive.com.

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