



FOR IMMEDIATE RELEASE

SPOT RUNNER NAMES JOHN GENTRY AS PRESIDENT

LOS ANGELES (March 19, 2008) – Spot Runner today announced it has promoted John Gentry, formerly its chief revenue officer, to the position of president. He will assume increased day-to-day responsibilities for managing the company and report directly to Nick Grouf, chairman and CEO. He will also lead the Marketing Services Group, which includes both the National and Local divisions.

“John has played a key role in the growth of our company – expanding Spot Runner’s business, driving strategic partnerships, introducing new media platforms and building a world-class team. He brings deep expertise in the media and technology industries and exceptional operational skills,” said Grouf. “I saw a clear opportunity for John to play a larger role at Spot Runner and I’m looking forward to partnering with him to chart the future direction of the company.”

Gentry joined Spot Runner in 2005 as chief revenue officer, overseeing all sales and business development activities, strategic partnerships, media, distribution relationships and customer care.

“Spot Runner is revolutionizing the way advertising is targeted, created, bought and sold. I’m more excited than ever about this company because of the incredible value we have created for both advertisers and media owners,” said Gentry. “My priorities will be to execute our vision and ensure Spot Runner continues its strong trajectory by driving revenue, expanding our product set and developing our talent.”

With over 18 years of experience, Gentry has held a number of senior roles at both established and emerging companies. Prior to Spot Runner, he was chief revenue officer at Green Dot, the market leader in the prepaid debit card industry. He was one of the early employees of Overture Services, Inc., the originator of the paid search advertising model, where he served as senior vice president and general manager of the affiliate business, as well as vice president of sales. While there, he established the largest distributed search network on the Internet through partnerships with AOL, Microsoft and Yahoo and was instrumental in creating the category of “paid search advertising.” Gentry also served as executive director of distribution strategy for Disney/ABC Cable Networks where he was responsible for developing affiliate revenue programs. Previously, he was at Discovery Communications.

Gentry holds a B.A. in Political Science from the University of California Los Angeles and an M.B.A. from the J.L. Kellogg Graduate School of Management at Northwestern University.

About Spot Runner

Headquartered in Los Angeles, Spot Runner is a technology-driven advertising services company that is revolutionizing the way advertising is created, targeted, bought and sold. It is dedicated to maximizing results for advertisers and to driving value for its media partners. Visit Spot Runner online at www.spotrunner.com.



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