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MARK ROSENTHAL JOINS SPOT RUNNER AS PRESIDENT, MEDIA PLATFORMS AND VICE CHAIRMAN

FORMER INTERPUBLIC GROUP AND VIACOM EXECUTIVE LEADING NEW INITIATIVES AIMED AT AD AGENICES AND MEDIA COMPANIES

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LOS ANGELES AND NEW YORK (April 15, 2008) – Spot Runner today announced that Mark Rosenthal has joined Spot Runner as president of Media Platforms and vice chairman. In this role, Rosenthal will preside over a newly formed division which develops programs that leverage technologies for the benefit of advertising agencies and media companies. Additionally, he will oversee the New York operations and report directly to Nick Grouf, chairman and CEO of Spot Runner.

“Mark brings a tremendous amount of knowledge, insight and leadership to Spot Runner. With more than 20 years of experience in top positions at Interpublic and MTV Networks, two of the world’s foremost advertising and media companies, he has the perfect background to understand and represent the interests and needs of both groups.” said Grouf. “He is an exceptionally valuable addition to the deep bench of executive talent at Spot Runner.”

Previously, Rosenthal was the chairman and chief executive officer of Interpublic Media, part of Interpublic Group (NYSE: IPG), one of the world’s leading organizations of advertising agencies and marketing services companies. At Interpublic, Rosenthal oversaw all of the company’s worldwide media operations, including Universal McCann, Initiative, MAGNA Global and a number of leading specialist media agencies, with capabilities that ranged from programming and content development to interactive, retail and media barter.

Prior to his work with the Interpublic Group, Rosenthal served for nearly a decade as president and chief operating officer of MTV Networks, where he grew and extended the reach of that company’s world-class media brands, both geographically and into areas such as films, books, consumer products and the Internet. He was also instrumental in driving the integration and execution of acquisitions that added brands including Comedy Central, VIVA, The Nashville Network (now Spike TV), College Television Network (now mtvU), Country Music Television and Noggin to the MTV Networks franchise.

Before becoming president and COO in 1996, Rosenthal took on positions of growing responsibility at MTV Networks and its predecessor company, Warner Amex Satellite Entertainment Company, where he supervised the sales, distribution and marketing for all of MTV Networks’ domestic television networks. He joined Warner Amex Satellite Entertainment Company in 1982.

“I first came to know Spot Runner while at Interpublic and recognized the huge value they could bring to both advertisers and media owners. The team here is reinventing the way advertising is

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created, targeted, bought and sold,” said Rosenthal. “There is an excitement and energy at Spot Runner reminiscent of the early days at MTV and I am thrilled to be a part of it.”

Rosenthal began his career in media in 1980 at CBS Cable and holds a BA from Kenyon College and an MFA from Yale University. He serves on the boards of The Public Theater/New York Shakespeare Festival; Jazz at Lincoln Center; CNET Networks; as well as on the board of Current Media, Al Gore’s venture devoted to youth-oriented, user-generated content on television and the Internet.

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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