



FOR IMMEDIATE RELEASE

**SPOT RUNNER RECEIVES \$51 MILLION IN NEW FUNDING
FROM DAILY MAIL AND GENERAL TRUST, GRUPO TELEVISIA,
LEGG MASON CAPITAL MANAGEMENT AND GROUPE
ARNAULT/LVMH**

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**INVESTMENT FURTHER VALIDATES SUPPORT OF THE COMPANY'S
INNOVATIVE MODEL FOR TARGETED AND EFFICIENT ADVERTISING
FROM GLOBAL MEDIA AND FINANCE LEADERS**

LOS ANGELES (May 7, 2008) – Spot Runner today announced that global media leaders Daily Mail and General Trust (DMGT) and Grupo Televisa, along with renowned institutions Legg Mason Capital Management* and Groupe Arnault/LVMH, as well as existing investors have made equity investments in the company totaling \$51 million.

“These strategic investments serve as a strong validation of Spot Runner’s technology-driven advertising model, as well as the results we have generated for advertisers and media owners,” said Nick Grouf, chairman and CEO of Spot Runner. “This further accelerates our momentum as we expand into a broader spectrum of online and offline media, both domestically and abroad.”

DMGT is one of the largest and most successful media companies in the United Kingdom with interests in national newspapers and related digital operations, local media, business and financial information, exhibitions and radio. In addition to the United Kingdom, it has operations in Central Europe, the United States, Canada, Asia, the Middle East and Australasia.

“Spot Runner is transforming the way media is optimized and targeted across a broad spectrum of advertising mediums. As a media company with one of the largest bases of local advertisers in Europe, we look forward to collaborating with Spot Runner and applying its model to our business, particularly as we continue to innovate in connecting advertisers with local audiences,” said David Roddick, commercial director of Northcliffe Media, the local media division of DMGT.

Grupo Televisa, S.A.B. is the largest media company in the Spanish-speaking world. Televisa operates four broadcast channels in Mexico that have consistently maintained a sign-on to sign-off audience share of more than 70 percent. Televisa also has interests in the production of pay-television networks, international distribution of television programming, direct-to-home satellite services, cable television, magazine publishing and distribution, and radio broadcasting.

“Spot Runner has demonstrated its ability to create meaningful value for media companies by bringing new categories of advertisers to television and other media and by helping larger companies invest their budgets more intelligently and effectively,” said Alfonso de Angoitia, executive vice president of Grupo Televisa, S.A.B. “We feel Spot Runner’s model has great applicability to the Latin American market and we’re excited to explore new opportunities to partner.”

Groupe Arnault/LVMH is the world’s leading luxury products group, with a portfolio of over 60 prestigious brands including Moët & Chandon, Hennessy, Louis Vuitton, Givenchy, Donna Karan, Sephora and TAG Heuer.

*Legg Mason Capital Management invested on behalf of one of its clients.

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"The global media landscape is undergoing a sea change. For advertisers to be effective, they will need to completely shift their thinking about how media is targeted and distributed, and how creative can be versioned for multiple audiences," said Antoine Amault, head of communications for Louis Vuitton. "Spot Runner is the clear leader in this area. As one of the largest advertisers in the fashion category, we're very enthusiastic about the prospect of working with them to capitalize on these transformations."

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Spot Runner's previous investors include Allen & Company, Battery Ventures, Capital Research and Management, CBS, Index Ventures, The Interpublic Group and Tudor Investment Corporation.

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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