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SPOT RUNNER APPOINTS TWO NEW EXECUTIVES TO ITS LOCAL MARKETING SERVICES GROUP

JON ROSEN TO LEAD SALES AND BUSINESS DEVELOPMENT AND ELIZABETH CARRASCO TO LEAD ONLINE ENGINEERING

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LOS ANGELES (Sept. 9, 2008) – Spot Runner today announced that it has named two new executives to its Local Marketing Services group – Jon Rosen as vice president of Sales and Business Development and Elizabeth Carrasco as vice president of Online Engineering. Veterans of the Internet, media and advertising industries, they have led teams at companies including AOL, Autobyte, Monster.com, United Online and Yahoo! Rosen will be in charge of Spot Runner’s initiatives to sell its products and services in local markets and forge partnerships with national companies that have a local presence, while Carrasco will guide the engineering team in creating and refining advertising technologies for these businesses. The Local Marketing Services group is the business unit at Spot Runner focused on local businesses, including those affiliated with national brands via franchise, dealer or distributor relationships.

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“These two hires underscore Spot Runner’s focus on making advertisers successful through innovative technology, data and analytics, and service,” said Kurt Weinsheimer, general manager of Local Marketing Services at Spot Runner. “Jon and Liz will both play critical roles in the growth of our company as we continue to drive innovation in our Local Marketing Services group.”

Rosen has more than 17 years of experience in sales and business development for Internet companies with a specialization in advertising and e-commerce. He comes to Spot Runner from Autobyte, a leading automotive media and marketing services company, where he was senior vice president of Web Business, responsible for leading online advertising, search and syndication. Before Autobyte, Rosen was head of strategy and business development for AOL’s Search and Directional Media Group, where he launched the company’s search marketing programs and oversaw strategy, corporate development and new business initiatives related to Search, ecommerce and travel products.

“I’ve been watching Spot Runner since its launch in 2006, and its approach and technologies were instantly compelling. The leadership team is exceptional, and I’m eager to work with them,” said Rosen. “We have a fantastic opportunity at Spot Runner to provide a scalable and integrated advertising offering to local businesses to help them drive leads and sales, and I’m excited to be leading the team.”



Prior to AOL, Rosen served in senior positions at iProspect, a leading provider of SEO and SEM consulting services for Fortune 500 companies, the SunGard subsidiary, SunGard Technology, EMC, Data General and other enterprise software companies. He serves on the advisory and industry boards of several companies and organizations with a focus on advertising, content and search.

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Rosen has a B.A. in Business and Psychology from the University of Arizona.

Carrasco brings over a decade of experience in software and systems engineering. She joins Spot Runner from Authenticlick, a leader in web traffic analysis for advertisers, ad networks and publishers, where she was vice president of Engineering. Prior to that, Carrasco was vice president of Ad Systems Engineering at United Online, a provider of consumer internet and media services, where she expanded and upgraded the ad serving infrastructure across all of the UOL properties. From 2002 to 2005, Carrasco worked at Overture Services, the originator of the paid search model, which was eventually sold to Yahoo! in 2003, where she was the director of Search Serving Engineering. Before Overture, Liz headed up the technology team for the MonsterTrak division of Monster.com.

“Spot Runner is a pioneer in leveraging technology to benefit local advertisers, both in online and offline media,” said Carrasco. “I’m excited about the opportunity to continue to create products and services that help businesses navigate this rich and rapidly evolving advertising landscape.”

Carrasco holds a B.S. in Engineering and Applied Science from Caltech.

About Spot Runner

Headquartered in Los Angeles, Spot Runner is a technology company that is developing the next generation of advertising services. Spot Runner’s mission is to make advertisers successful by revolutionizing the entire advertising process – including the way ads are created, targeted, bought and sold. Spot Runner provides advertisers with a technology-driven suite of creative and marketing solutions that enable advertisers to optimize their campaign results across a variety of media, including television, radio, online, print and out-of-home. Visit Spot Runner online at www.spotrunner.com.



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