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## Spot Runner's Malibu Media Platform Integrates With Direct Response Leader CoreMedia Systems

### **Enables Malibu DRTV Buys To Be Analyzed Within CoreDirect System**

LOS ANGELES, May 13, 2010—Spot Runner, Inc. today announced the integration of its Malibu Media Platform with CoreMedia Systems, Inc.'s [CoreDirect](#), the industry's most widely used direct response media management software.

Malibu Media Platform is an open, web-based technology platform that improves the process of buying and selling television advertising to benefit media sellers, ad agencies and their clients. Malibu offers media sellers an effective way to reach, sell and service media buyers while offering media buyers a more efficient way to find, buy and measure television advertising. Malibu features national cable TV inventory from over 70 networks.


Media buyers can now seamlessly export data from Malibu into CoreDirect, view response data for Malibu DRTV campaigns in CoreDirect and then optimize the effectiveness of their campaigns in Malibu. These data include DRTV buys, pre-logs and post-logs.

"Malibu continues to be built in close collaboration with the industry. Integrating with CoreDirect was a top priority for us, as our DRTV buyers expressed how important CoreDirect integration was for maximizing the effectiveness of clients' campaigns," said Gus Warren, general manager of Media Platforms at Spot Runner. "Now, buyers can take what they learn from the response data in Core and quickly adjust their campaigns in Malibu to ensure the success of clients' campaigns."

"We've been impressed by the open nature of the Malibu platform and by Spot Runner's ability to easily work with existing systems," said Glenn DeKraker, CEO of CoreMedia Systems, Inc. "Spot Runner also shares our track record of focusing on advertiser success and ROI, something our company and our customers care deeply about."

For more information on the Malibu Media Platform, visit [malibumediaplatform.com](http://malibumediaplatform.com).

### **About Spot Runner**

Headquartered in Los Angeles, Spot Runner's mission is to leverage technology and data to transform the way advertising is created, planned, bought, sold and optimized in order to maximize value, at scale, for media owners, agencies and advertisers. Visit Spot Runner online at [www.spotrunner.com](http://www.spotrunner.com). 

6300 Wilshire Boulevard  
Twenty-Second Floor  
Los Angeles, CA 90048  
Tel 310 430 7900  
Fax 310 430 7999  
[www.spotrunner.com](http://www.spotrunner.com)

#### **Media Contact**

##### **Rosabel Tao**

Spot Runner  
[rosabel@spotrunner.com](mailto:rosabel@spotrunner.com)  
Tel 310 595 0331

##### **Glenn DeKraker**

CoreMedia  
[gdekraker@coremedia-systems.com](mailto:gdekraker@coremedia-systems.com)  
Tel 973 276 0882 x 314

##### **Steve Ellwanger**

Press Counsel Group  
[steve@presscounselonline.com](mailto:steve@presscounselonline.com)  
Tel 203 856 8303



6300 Wilshire Boulevard  
Twenty-Second Floor  
Los Angeles, CA 90048  
Tel 310 430 7900  
Fax 310 430 7999  
[www.spotranner.com](http://www.spotranner.com)

### **About CoreMedia Systems, Inc.**

Founded in 1992, Fairfield, N.J.-based CoreMedia Systems, Inc. develops and supports CoreDirect, the industry's most widely used direct response media management software. The system is used by more than 130 direct response agencies and marketers to plan, buy, manage and measure response to direct response broadcast and print media. CoreDirect automatically processes responses from call centers and Web servers and matches them to media schedules to produce overnight response analytics. Corporate Web site: <http://www.coremedia-systems.com>.

#### **Media Contact**

##### **Rosabel Tao**

Spot Runner  
[rosabel@spotrunner.com](mailto:rosabel@spotrunner.com)  
Tel 310 595 0331

##### **Glenn DeKraker**

CoreMedia  
[gdekraker@coremedia-systems.com](mailto:gdekraker@coremedia-systems.com)  
Tel 973 276 0882 x 314

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Press Counsel Group  
[steve@presscounselonline.com](mailto:steve@presscounselonline.com)  
Tel 203 856 8303