

FourSpots
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FourSpots Selected by AlwaysOn as OnMedia Top 100 Winner

Recognized for game-changing strategies in advertising, marketing, and promotion

Atlanta, Ga., January 22, 2008 – FourSpots, the leading marketplace for advertisers seeking affordable, turn-key video creative and multi-platform media solutions, announced today that it has been chosen by AlwaysOn as one of the OnMedia 100 Winners. Inclusion in the OnMedia 100 signifies major developments in the creation of marketing tools, services, venues, and advertising, branding, and public relation campaigns. FourSpots was specially selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value, and media buzz.

FourSpots and the OnMedia 100 Top Private Companies will be honored at the OnMedia conference scheduled to occur on January 28-30, 2008 at The Mandarin Oriental Hotel in New York City. This two-and-a-half day executive event will feature technology CEOs from Silicon Valley leading presentations and high-level debates with the global advertising and media establishment about disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries.

Fifty of the top CEOs from the OnMedia 100 will present their market strategies to a panel of industry experts in a “CEO Showcase.”

“The OnMedia 100 winners have excelled in key strategic areas in the advertising, marketing, public relations, and promotion industry,” said Tony Perkins, founder and CEO of AlwaysOn. “We congratulate them for their success in introducing new tools, services, and venues for marketers to have at their fingertips and for use to take their business to the next level in innovation.”

“We are thrilled to be recognized as an OnMedia Top 100 winner,” said FourSpots CEO and Founder Ken Lipscomb. “We believe this is the year of disruption in the video ad tech marketplace, and FourSpots is uniquely positioned to take advantage of the \$84B U.S. regional-local and local-local markets. We see it as the reinvention of the TV spot; only this time the ad production is affordable for all, the delivery of the video ad can be served up anywhere digital advertising can be seen—on TV, on websites, on your mobile phone, in an elevator or hotel-- and performance of the ad can be measured and made available to the customer in real time. It’s definitely the dawn of a new video ad millennium.”

The OnMedia 100 was selected from hundreds of companies, nominated by a panel of industry experts in the online ad service, technology, community platform, mobile advertising, marketing, and Web analytic sectors from around the world.

FourSpots provides the smallest of businesses affordable creative and media deployment solutions as part of a measurable customer acquisition campaign, and provides the largest of businesses the most efficient means of localization of message and media across multiple digital screens including the PC, mobile, digital display and TV. The FourSpots platform can be private or white-labeled for media companies, agencies, search engines, classified sites and just about any company that serves businesses seeking the most affordable means of delivering a dynamic message to drive results locally. FourSpots’ revolutionary approach to advertising in the new millennium was first introduced by CEO and Founder Ken Lipscomb, to OnMediaNY attendees, in 2007.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn Web site at <http://www.alwayson.goingon.com/>

About FourSpots

FourSpots is the leading marketplace for advertisers seeking low-cost, turn-key video creative and highly targeted media delivery solutions. The company offers a web-based, self-serve video ad platform for advertisers looking to quickly and affordably create and deploy locally targeted video ads over four screens---TV, PC, mobile and out-of-home digital display. Advertisers can search and select from a library of pre-produced video ads in the FourSpots Adstore™; edit and customize ads using the FourSpots AdMasher™ and deploy ads using the company’s FourCaster™ technology. Four Spots analytics provides customers with performance-based campaign tracking and customized reporting. Advertisers can create custom ads by shopping the FourSpots virtual creative marketplace to engage a creative artist

or an entire production team. FourSpots provides a branded AdStore™ solution for media companies, interactive firms, ad agencies and brands interested in licensing its technology.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (OnMedia NYC, Venture Summit East and West, On Hollywood, The Broadband Digital, Stanford Summit, and Going Green) and quarterly print “blogozine”. No other media brand has dared to create such open interaction with its readers and event participants.

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