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Adknowledge acquires AdParlor, a leading Facebook Ads management platform

Kansas City, MO – November 1, 2011 – Adknowledge, the leading long tail marketplace, today announced it has completed its acquisition of AdParlor (www.adparlor.com), a leading Facebook Ads management platform. AdParlor currently manages over one billion impressions per day on Facebook.

“We are excited to provide our existing advertiser community access to the most advanced platform to purchase advertising within Facebook,” said Scott Lynn, CEO, Adknowledge. “AdParlor has consistently proven to be the leading company to help large Facebook advertisers more effectively optimize their ad spend.”

“As the Facebook Ads economy continues to grow, we were looking for a way to accelerate our business,” said Hussein Fazal, co-founder and CEO, AdParlor. “Adknowledge will give us the resources to scale up our service and quickly expand into new markets.”

AdParlor will continue to operate from their headquarters in Toronto, Canada and the entire team will stay on and continue to provide both full-service managed Facebook advertising solutions and self-service Facebook advertising solutions.

In addition, AdParlor will be able to quickly grow its advertiser base to include Adknowledge’s thousands of advertisers who are already familiar with bidding on traffic through the Adknowledge bidsystem (www.bidsystem.com), which will eventually be modified to include AdParlor’s self-serve Pulse system.

Facebook advertising revenues are forecast to grow from approximately \$4 billion in 2011 to over \$22 billion in 2016, representing a 41% compounded annual growth rate over the next five years (Source: Evercore Partners “Social, Ad Exchanges & Online Video”, May 26, 2011).

“Both companies are incredibly focused on delivering the right ad to the right consumers, using advanced statistics and analysis,” said Kristaps Ronka, co-founder and CTO, AdParlor Inc. “Together, we will be able to combine our expertise to provide more value than our competitors to advertisers looking for a superior platform to manage their Facebook advertising.”

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About Adknowledge

Adknowledge operates the 4th largest marketplace for advertisers to connect with their target audiences in hard-to-reach places on the Web with similar ROI as search. Since its founding in 2004, Adknowledge has grown organically and through acquisitions (including Miva, Super Rewards and Hydra) to become the largest privately-owned Internet advertising network. The company connects advertisers with consumers across the long tail Web via multiple channels, including email, search, domains, social networks and mobile. For more information, visit www.adknowledge.com.

About AdParlor

AdParlor is a leader in handling large Facebook Ad campaigns and provides both full-service and self-service solutions for Facebook advertising. AdParlor currently manages over one billion impressions per day on Facebook using their proprietary technologies and, through dynamic ad creation and bid optimization, is able to effectively manage Facebook advertising on a large scale for hundreds of clients including Groupon, Ubisoft, SEGA, OMD, Digitas, and many more. For more information, visit www.adparlor.com.