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LogicLab Launches Media Marketplace

New Online Media Planning and Optimization Solution for Advertisers, Media Buyers and Media Companies

New York, N.Y. – October 20, 2009 – LogicLab Inc. (www.logiclabinc.com), the first company to apply deep marketing analytics to the media buying process of evaluating, optimizing and purchasing advertising, officially launched LogicLab Media Marketplace™ – the new online solution for advertisers and media buyers wanting to maximize the effectiveness of their ad spend, and for media companies of all sizes that want to attract new advertisers. LogicLab's Media Marketplace, for the first time, makes it possible to measure quantifiable results of mass media buys based on advertisers' campaign goals.

LogicLab's Media Marketplace uses highly sophisticated match algorithms to connect advertisers and media buyers to the best advertising choices possible. Media companies first download a sampling of their subscriber files, and the LogicLab Media Marketplace goes to work comparing the information to actual consumer data. This comparison provides a more complete and highly detailed picture of each consumer. The solution then offers recommendations based on the insights and the advertiser's unique requirements.

What are some advantages to using LogicLab's Media Marketplace?

- **Advertisers can target better:** For example, within the LogicLab Media Marketplace, an advertiser who wants to reach its best prospects can use its actual historic customer data to define targets and determine what media reach those specific consumers best. Advertisers can also determine the effectiveness of campaigns by comparing an individual's actual buying behavior with placed advertisements. In fact, one examination revealed four new and previously untapped media outlets that matched the advertiser's targets.

- **Media buyers have a powerful planning tool:** Rather than relying solely on traditional, third-party research data, media buyers can quickly gain insight into the actual users of a given media outlet. And because LogicLab does all of the research, media buyers can be confident in their choices and obtain great results in less time.
- **Media companies can tap into new opportunities:** LogicLab’s Media Marketplace gives media companies an entirely new way to attract active advertisers with minimum effort. Media Marketplace gives smaller organizations, such as regional special-interest media, the opportunity to get noticed, matched and selected by new advertisers. In an analysis of 100 publications, for example, Media Marketplace located 23 previously unmeasured publications that were completely new – but completely relevant – to one top advertiser.

LogicLab President Christopher Wilson said, “Today, with the launch of LogicLab’s Media Marketplace, knowledge-driven advertising decisions can be made for the first time using actual consumer data and LogicLab’s own proprietary matching algorithms. In many ways, LogicLab’s Media Marketplace is like an online relationship matching service – but in this case, we are pairing up advertisers and media buyers with the best media outlets.”

Advertisers, media buyers and media companies can participate in the LogicLab Media Marketplace by contacting support@logiclabinc.com or by visiting <http://www.logiclabinc.com/>.

About LogicLab™

LogicLab develops innovative solutions that match advertisers with the best media choices possible. By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to, for the first time, optimize and measure campaigns using the same proven quantitative criteria used in disciplines such as direct marketing. The LogicLab Media Marketplace™ also gives media owners the ability to attract new and diverse advertisers. Founded in 2009 and based in New York, N.Y., LogicLab Inc. is a wholly owned subsidiary of Merkle Inc. Learn more about LogicLab Inc. at www.logiclabinc.com or call 443-542-4696.

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