

Feeva advances the performance of Addressable Digital Advertising on the Cisco IP Next-Generation Network Platform

Innovative solution will create a mutually profitable digital bridge between fixed and mobile Service Providers and the Digital Marketing industry.

February 12, 2009, San Francisco, California, USA.

Feeva Technology Inc. announced today that it has integrated its addressable digital advertising application with the Cisco® 7600 Series Router to substantively improve performance for the entire online content and advertising value chain.

Telecommunications and advertising industries as well as consumers benefit from this integrated solution: Advertisers gain access to previously unavailable audience metrics, improving the performance of their marketing campaigns using Feeva's Real-Time Market Segmentation data. Carriers enjoy new revenue opportunities based on the value they add to the advertising ecosystem from the existing assets in their communications networks. Consumers benefit from more relevant online advertising with complete opt-in/out control and without sacrificing privacy levels.

"The solution from Feeva integrated with Cisco's IP Next-Generation Network architecture provides Service Providers an elegant way to leverage their fixed and mobile broadband network assets to monetize new partnerships within the online advertising ecosystem", said Larry Lang, Vice President and General Manager of the Services and Mobility Business Unit at Cisco.

Feeva's "Media-Enabler™" solution creates unmatched efficiency for Online Publishers, Advertising Networks, Advertising Agencies and Advertisers, and an entirely new revenue stream for Service Providers. Combined with the scalability and performance of Cisco AdControl software, an application enabled on Cisco's high performance Service Application Module for IP (SAMI) line card on the Cisco 7600 Series Router, the solution allows Service Providers to reliably enable advertising revenues, eliminating the need for alternative, lower performance solutions that inspect web requests and inject advertisements.

"This collaboration between Feeva and Cisco creates a 'digital bridge' between the advertising and telecommunications industries that achieves a new benchmark of addressability for online advertising" said Rishad Tobaccowala, CEO of Denuo, the Futures Unit of Publicis. "Advertisers can now rely on Internet service providers for uniquely reliable demographic data, similar to the data from traditional media channels such as TV and print."

The solution also offers broad protection of consumer privacy. Feeva does not utilize any technology that gains access to any behavioral or personally identifiable information.

Richard Purcell, Chief Executive Officer of the Corporate Privacy Group, former Privacy Officer of Microsoft, advisor to industry and governments on privacy technology and policy: "Protection of consumer privacy is fundamental to any solution. Feeva relies solely on existing geo/demographic data in service provider networks, and never handles any personally identifiable information."

"Together, Cisco and Feeva have created a highly scalable platform which will allow carriers to generate new revenues from their existing assets" said Nitin J. Shah, Feeva's Chief Executive Officer and Co-Founder. "We look forward to integrating with fixed and mobile Service Providers and delivering a portfolio of Real Time Market Segmentation data to the digital advertising industry."



The solution from Feeva and Cisco will be available for demonstration at Mobile World Congress 2009 in the Cisco showcase at the Palau Moxo in Barcelona. For more information on the Mobile World Congress, please visit: <http://www.cisco.com/web/learning/le21/le34/MWC/2009/index.html>

To request a meeting with Feeva at the Mobile World Congress, please send an email to barcelona@feeva.com.

For press inquiries, please contact Jake Ward at Qorvis, 1-202-683-3156, jward@qorvis.com

Feeva Technology Inc has created a bridge between Communication Services Providers and the Digital Media Industry. Our technology provides real-time tailoring of online advertising that connects communities to relevant content on the Internet.

For more information, visit <http://www.feeva.com>

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