

March 19, 2009

c. Online

# **Tatto Media Outshines Media Moguls With Unmatched Style**

Tatto Media Shows Greater Growth Than Competitors Despite Recession

BOSTON--(Business Wire)--Tatto Media is the behavioral performance ad company that rocked the online media industry with numbers proving an economic downturn is simply an opportunity to excel. The rivalry for leadership position in the highly competitive world of online advertising has ended with the Boston-based company clearly showing its might. Even the big guns like Yahoo and Tribal Fusion are quaking in their boots. In terms of expansion, Tatto Media now has the edge.

Who would have thought that contextual advertising and branding would get clunky? Tatto Media has proven that in a lean economy there is no need to tighten the belt a few notches if you are willing to accommodate the real needs of the market and forget about prehistoric conditions from as far back as a year ago. While other media companies are feeling the economic pinch, Tatto Media has experienced more growth than any other company in the industry over the last year.

The stats fresh in from the highly respected ComScore show the evidence:

#### **Benchmark**

Tatto Media: 9.6% Growth

#### Growth

Dedicated Media: 3.1% Growth Tribal Fusion: 2.9% growth Adbrite: 2% Growth ValueClick: 0.005% growth

### Loss

Federated Media: 20% Loss Undertone: 16.7% Loss Glam Media: 10% Loss Revenue Science: -9.4% loss Specific Media: -4.7% loss Burst Media: 3.2% Loss Yahoo: -1% Loss DrivePM: -1% Loss

Traffic Marketplace: -0.005% Loss

Casale: -0.001% loss

## Behavioral Marketing to the Extreme

Tatto Media's brain trust has a laser-sharp focus on reaching incredibly deep into the psyche of the Internet. It goes far beyond the simple definition of "niche market." It penetrates the categorization of any group of inclinations and monitors individual preferences. It is as close to one-on-one as it gets,

save for knocking on a person's door. "Behavioral" based marketing is showing itself to be one of the most successful ways to elicit a response from the public and make a conversion.

Business owners and promotional department heads looking to spend sorely reduced allotments of advertising bucks are highly concerned about value in the current economy. They know people are over-saturated by the media and it takes something noticeably innovative to capture their attention. Delivering advanced behavioral performance ads offers the solution businesses are seeking.

Comscore credits Tatto Media with being the 24th largest online behavioral ad network by reach. Company officials uphold that the reach is currently 33% of the Internet supported by 3 billion impressions in an average month. This is astonishing, considering their proprietary technology delivers what it promises

- immediate results. It is akin to asking several billion people, "Who wants my product?" and having a significant percentage of them raise their hands. TattoMedia has successfully raised the bar for all online advertising companies, despite the gloomy messages of a down economy.

You can learn more about Tatto Media by visiting their website at http://www.tattomedia.com/.

Tatto Media Lin Miao, 617-236-8005

Copyright Business Wire 2009

S Tatto Media