



**GLAM MEDIA LAUNCHES GLAMADAPT—THE INDUSTRY’S FIRST THIRD-GENERATION AD SERVING PLATFORM BUILT FOR BRANDS—BRINGING EMOTION & ACCOUNTABILITY TO DISPLAY ADVERTISING**

*Glam Introduces the First “Advertising Apps Platform” with AdMeld, Bluekai, comScore, Dynamic Logic, Eyeblander, Pictela, Pointroll, Quantcast and SymphonyIRI Group as Anchor Partners*

**Silicon Valley, California and New York, New York**—June 9, 2010—**Glam Media, Inc.** ([www.GlamMedia.com](http://www.GlamMedia.com)), the number one vertical media company for women online, today announced the launch of **GlamAdapt** ([www.GlamAdapt.com](http://www.GlamAdapt.com)), the revolutionary ad serving platform built for brands. GlamAdapt has been designed from the ground up to help bring emotion and accountability to display ads. GlamAdapt is the next step in Display Advertising, ushering in a new era of emotional advertising by simplifying the entire digital advertising process and integrating the most innovative ad technologies.

For users, GlamAdapt provides ads that **sizzle**—that are relevant, engaging and fun.

For publishers, GlamAdapt provides **premium** ad solutions to help derive greater value for their quality content, engaged audiences and social interactivity.

For agencies and advertisers, GlamAdapt offers a simple end-to-end integration answer for all digital brand advertising—providing the first “**multi-targeting**” across display, video, mobile, iPhone, iPad, SmartPhones, and other devices to over 100 Million Internet users.

For developers the open “Advertising Apps Platform” allows easy **integration** of partner products and technology, creating instant scale and distribution for innovative solutions.

GlamAdapt is designed to be used with industry standard Agency products such as DFA, Atlas and Eyeblander’s MediaMind. For Publishers, GlamAdapt can be used as a full alternative to Google DoubleClick.

"After years of trying to meet brand advertising goals using old ad platforms designed for clicks, Glam came to the conclusion that we needed a completely new 3<sup>rd</sup> generation ad platform that was built for emotional digital branding," said **Samir Arora**, chairman and CEO, Glam Media. "After an extensive search, we realized the only way we would get a new platform—is if we built it. Today, after 18 months of endless engineering during the downturn, we are delighted to launch the world’s first ad platform designed ground up for highly engaging brand advertising online."

Glam is also launching the industry’s first open “Advertising Apps Platform” that provides API’s for seamless integration of ad technology and data providers. Anchor partners include the leading innovators in Advertising Technology: Admeld, Bluekai, comScore, Dynamic Logic, Eyeblander, Pictela, Pointroll, Quantcast, and SymphonyIRI Group.

# Glam Media

"Successful marketing combines art and science, emotion and data," said Rishad Tobaccowala, Chief Strategy & Innovation Officer, VivaKi. "GlamAdapt is revolutionary because it gives marketers and their agencies the ability to combine these worlds with ease while furthering technology innovation that is so crucial to the future of online growth."

GlamAdapt, one of the best kept secrets through its launch today, is live and at scale, using an advanced cloud-based Software as a Service architecture—deployed by over 1,000 Publishers with more than 500 of the Top brand advertisers—reaching over 100 Million users globally in 20 countries.

"GlamAdapt is the first platform designed with the idea that for effective Brand Advertising, the ad server needs to know more than clicks," said **Fernando Ruarte**, Founder and Chief Technology Officer, Glam Media. "Glam's mission is to build the world's best brand ad serving platform—going back to its roots of being a Silicon Valley technology innovator."

For more information on GlamAdapt, please visit [www.GlamAdapt.com](http://www.GlamAdapt.com).

## About Glam Media

Glam Media is the pioneer of vertical media that connects the world's top brand advertisers with targeted vertical audiences online. Glam invented the first commercial Blog Network in 2005 to harness the power of Social Media for Brands. Since then, it has exploded to a reach of 81 million unique monthly visitors in the US and 164 million users globally.

Glam Media is the #1 comScore Community web property targeting Women, the #8 publisher in all online Display and a Top 10 Adweek Display Ad Publisher. Recently, Glam Media was named the world's most innovative media company by Fast Company Magazine. Glam Media has more than 1,500 publishers organized in vertical networks: Glam.com for Women, Brash.com for Men and Tinker.com for real-time Social Media.

Glam Media is headquartered in New York City, New York and Silicon Valley, California, with offices in Chicago and Los Angeles, and internationally in London, Munich, Hamburg, Berlin, Tokyo and Paris.

###

## Contact Information:

Allison Johnston  
Glam Media, Inc.  
650-224-4988  
[press@glam.com](mailto:press@glam.com)