

MARYLAND DBED, AWS INVEST IN SPONSORSELECT, INC.

The Maryland Department of Business and Economic Development (DBED) announced it has invested in Germantown, MD based SponsorSelect, Inc. through the Maryland Venture Fund. A matching investment is being made by previous investor AWS Convergence Technologies, Inc. (AWS).

The SponsorSelect advertising platform was developed by AWS and integrated into its flagship property, WeatherBug, in 2002. From 2007 to 2008, AWS built a network of 3rd party sites leveraging SponsorSelect. Seeing the huge potential for SponsorSelect, AWS spun the company out in February 2009 and signed up as an early investor.

SponsorSelect works through a wide network of advertisers and publishers and acts as a micropayment. By allowing users to self-select advertising, SponsorSelect delivers performance without privacy concerns. When advertising is more relevant and performs better for advertisers, publishers make more money and can provide better content and services to users for free. SponsorSelect targets nine verticals: casual games, multimedia, social networking, ISP, humor, news, music, email and lifestyles.

About SponsorSelect:

SponsorSelect is a premium ad network that is reinventing behavioral targeting. Built atop a robust ad server that has already been deployed with numerous publishers, SponsorSelect allows Internet users to choose the advertising they wish to see.

About DBED:

The Maryland Department of Business and Economic Development's mission is to attract new businesses, stimulate private investment and create jobs, encourage the expansion and retention of existing companies and provide businesses in Maryland with workforce training and financial assistance. The department promotes the State's many economic advantages and markets local products and services at home and abroad to spur economic development, international trade and tourism. As a major economic generator, the department also supports the arts, film production, sports and other special events. For more information, visit www.ChooseMaryland.org.

About AWS:

AWS Convergence Technologies (www.aws.com) provides innovative global technology solutions that profoundly improve the way people and businesses connect, communicate and use information. Since its inception in 1992, AWS has been building consumer and business brands, such as WeatherBug and WeatherBug Professional.