



SPONSOR | SELECT
ON-DEMAND ADVERTISING

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ADVERTISING.COM CO-FOUNDER INVESTS IN SPONSORSELECT, JOINS BOARD

Advertising.com co-founder Stein Kretsinger has invested in Germantown, MD based SponsorSelect, Inc. Terms of the deal were not disclosed. In addition to the investment, Kretsinger will join the company's Board of Directors. Kretsinger has decades of experience in online advertising and data analytics, as well as deep ties to the venture community. Funds will be used to expand the company's existing network of publishers as well as to build out the existing technology infrastructure.

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.