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FOR IMMEDIATE RELEASE

Avenue A | Razorfish and Pluck Agree to Develop New Social Media Offering

CHICAGO, August 6, 2008 – Avenue A | Razorfish, one of the world’s largest digital marketing companies, and Pluck Corp., a recognized leader in social media technology, today announced that the two companies have signed an agreement to develop and market the industry’s first offering to inject social media features like customer comments and user-generated content into mainstream digital advertisements.

The social advertising service, code-named AdLife, will make it possible for marketers to embed social media technology directly into Interactive Advertising Bureau-standard advertising units that are distributed wherever consumers live in the digital world.

Shiv Singh, vice president and global social media lead for Avenue A | Razorfish, said, “It’s clear that consumers want a stronger voice in the conversation with the marketer. When developed, AdLife will enable consumer participation and social influence inside the billions of impressions received by traditional digital ad units like banner ads.”

Singh explained that AdLife could apply to virtually any industry. For instance, a film studio might announce a new movie through a banner advertisement that enables consumers to review the movie by clicking on the ad, as well as reading feedback from other movie goers – without ever leaving the point of display for the advertisement.

“With AdLife, marketers will be able to bring a social experience into the world of mainstream digital advertising,” Singh said.

Dave Panos, CEO of Pluck, said, “AdLife will take digital marketing one step forward through more pervasive and contextual consumer participation. We look forward to partnering with

Avenue A | Razorfish to expand and deepen its Social Influence Marketing practice and bring entirely new social advertising capabilities to digital marketers.”

As an AdLife co-development partner, Avenue A | Razorfish provides expertise in Social Influence Marketing, digital advertising, media planning and buying, user experience design, and analytics. Pluck provides the scalable technology platform behind AdLife and deep expertise in community building. Powering more than 2.5 billion monthly interactions, Pluck’s technology platform offers comprehensive social media capabilities broadly deployed on more than 250 leading digital destinations, including *USA Today*, Circuit City, The Dallas Cowboys, Scotts, *The Washington Post* and Discovery.

The two companies indicated that the next steps in the development of AdLife are to conduct extensive beta testing with digital marketers prior to making the offering available.

About Avenue A | Razorfish

Avenue A | Razorfish is one of the largest interactive marketing and technology companies in the world. With a demonstrated commitment to innovation, Avenue A | Razorfish counsels its clients on how to leverage digital channels such as the Web, mobile devices, in-store technologies and other emerging media to engage people, build brand loyalty and provide excellent customer service. The company is increasingly advising marketers on Social Influence Marketing™, its approach for employing social media and social influencers to achieve the marketing and business needs of an organization. Its award-winning client teams provide solutions through their strategic counsel, digital advertising and content creation, media buying, analytics, technology and user experience. Avenue A | Razorfish has offices in markets across the United States, and in Australia, China, France, Germany, Japan and the United Kingdom. Clients--many of them served in multiple markets--include Carnival Cruise Lines, Coors Brewing Company, Kraft, Levi's, McDonald's and Starwood Hotels. Visit <http://www.avenuea-razorfish.com> for more information.

About Pluck Corporation

Pluck Corporation, a Demand Media company, provides social media solutions that empower leading media companies, brands, and retailers to integrate open content, community and social networking into their web properties to drive audience traffic and revenue. Pluck customers include more than 200 premium properties from market leaders like USA Today, Circuit City, Discovery, Condé Nast, Real Networks, Scotts and The Guardian. Pluck is based in Austin, Texas. More information on Pluck offerings can be found at <http://www.pluck.com>.

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