

## **FOR IMMEDIATE RELEASE**

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## **OPENX LAUNCHES FEATURE-RICH HOSTED AD SERVER FOR WEB PUBLISHERS**

*New Hosted Version of Market-Leading Open Source Ad Server Now Available to All Publishers*

**PASADENA, Calif., October 29, 2008** OpenX Technologies, Inc. (OpenX), the world's leading independent ad server for web publishers, today announced the official launch of OpenX Hosted, the hosted version of the company's popular open source ad server. Beginning today, publishers can sign up for OpenX Hosted without an invitation and take full advantage of the benefits OpenX provides without having to download and install software. OpenX Ad Server, the company's market-leading, open source ad serving product, remains available for free download at [www.openx.org](http://www.openx.org).

OpenX Hosted, which went into beta testing in January 2008, contains the same popular software found in the original OpenX Ad Server, which allows publishers to completely control their ad space. The new product allows publishers to use the software to operate all aspects of ad serving while OpenX provides all the hardware and back-end infrastructure, leaving publishers free to focus on maximizing their advertising revenues. OpenX Hosted's extremely rich feature-set enables publishers to manage their advertising campaigns across multiple direct advertisers and ad networks, prioritize and optimize their campaigns, and use sophisticated targeting tools. Importantly, OpenX Hosted also enables publishers to maintain tight control over which advertisers are permitted to see their data and advertise to their users.

OpenX Hosted is completely free to publishers who serve less than 25 million ad impressions a month. This represents more than 95% of the large and growing OpenX publisher community of more than 100,000 websites. For publishers serving more than 25 million ad impressions a month, the company will charge a low fee so that the company can provide the service. Publishers can upgrade their accounts at any time to premium hosted packages that include additional ad impressions, support resources, service level agreements and customized solutions.

"By launching OpenX Hosted we are making the full power of OpenX available to all web publishers, even those who don't have the time or technical knowledge to manage ad serving on their own systems," said Tim Cadogan, chief executive officer, OpenX. "As such, this is an important step in furthering our mission to help create and grow businesses worldwide. Besides the many exciting OpenX Hosted features all publishers can use, the premium hosted packages we're now offering will give publishers even greater flexibility in managing their ad serving."

"OpenX Hosted is a really cool product," said Shawn Collins, co-founder, Affiliate Summit. "I've used OpenX Ad Server for years and, now that I've switched to OpenX Hosted, I've found that it uses the same interface and it's also nice and easy to set up. The biggest advantage is that OpenX simply helps me make more money online."

"OpenX Hosted will allow us to focus on what we do best, which is creating great content and selling ads for that content," said Dusty Davidson, owner, BrightMix. "No longer will we have to worry about upgrades, hosting, ad server performance, etc. OpenX Hosted takes all of that out of the equation, and

now we can devote more resources back into making our sites great.”

### **Signing Up for OpenX Hosted**

Signing up for OpenX Hosted is simple and fast. Detailed information on how to sign up, along with pricing for the premium packages, can be found at:

[www.openx.org/hosted](http://www.openx.org/hosted)

### **About OpenX**

OpenX is the world’s leading independent ad server for web publishers. Building on the strength of our open source heritage, we offer our vast community of publishers comprehensive, customizable and free to use ad serving technology. The OpenX ad server empowers our community of more than 100,000 websites across the Internet with the ability to take control of their ads and maximize their ad revenue and relevance. The OpenX ad server products are translated into 25 languages, used in more than 100 countries around the world, and serve more than 250 billion ads each month.

OpenX Technologies, Inc., a wholly owned subsidiary of OpenX Limited, is based in Pasadena, California, with offices in London and Poznan, Poland. OpenX is backed by leading investors including Accel Partners, Index Ventures and O’Reilly AlphaTech Ventures. For more information, please visit: <http://www.openx.org>

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