



**FOR IMMEDIATE RELEASE:**

**Life's Good for LG Electronics as Mindshare Connects Search & Display**

*New offering from Eyeblander shows cross synergy between advertising channels*

**New York, New York (September 29, 2008)**—Eyeblander today announced Channel Connect for Search, a new tool that allows agencies and advertisers to look beyond the last click to fully understand the consumer; where they're going, how they got there and why. Leading agency Mindshare New York and major brand LG Electronics are among those already using Channel Connect for Search, to get an in-depth look at the consumer's path to conversion across search, standard banners and rich media.

"Using Channel Connect for Search and Display, Mindshare was able to pinpoint crucial campaign data and draw important insights about the interaction of our search and display ads," says Harry Case, Director of Media Analytics and Technology at Mindshare. "In the end, it provided us with a more comprehensive overview of user behavior."

In extensive beta testing with leading brands worldwide, Channel Connect for Search demonstrated a substantial lift in search keyword performance by display advertising. It also showed the contribution of different publishers to cross channel conversions. Channel Connect for Search offers advertisers the flexibility to integrate any search marketing tool, revealing important information about the user's path to conversion and the consumer experience.

"Last click, single channel methodologies are a misrepresentation of the consumer experience," said Gal Trifon, CEO and Co-founder of Eyeblander. "The need for better touch points between various digital elements makes Channel Connect for Search a vital solution for marketers."

**About Channel Connect for Search**

Channel Connect for Search produces a clear picture for advertisers, agencies and brands that show how one channel affects another. The path to conversion analysis takes into account all publishers in the user's path, looking way beyond the last click and allowing marketers to diagnose how different digital channels influence each other. Channel Connect for Search supports the existing SEM tools and native search engines, proving to be easily adoptable for customers using different vendors and quick and simple to use.

**About Eyeblander**

In 1999, Eyeblander was among the pioneers in rich media communication. Today, Eyeblander extends its inventive heritage in digital advertising through Ad Campaign Manager (ACM). ACM enables interactive agencies, advertisers and publishers to manage campaigns across digital media channels, including online, mobile and in-game, and a variety of formats, including rich media, in-stream video, display and search. ACM is a robust, integrated and easy-to-use platform that allows customers to focus on campaign strategy, creativity and media efficiency without having to worry about the technical complexities associated with managing global advertising campaigns online.

In 2007, Eyeblander delivered campaigns for nearly 7,000 brand advertisers serving approximately 2,500 ad agencies across over 2,700 global web publishers in over 40 countries worldwide throughout North America, South America, Europe, Asia Pacific, Africa and the Middle East. Learn more at <http://www.eyeblander.com>.



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