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Spiegel and Newport News join the Zadspace Distribution Network

Zadspace extends and diversifies its consumer reach with the addition of Spiegel and Newport News to its distribution network.

LOS ANGELES, CA (Marketwire – December 16, 2009) – Zadspace, Inc. announces Spiegel and Newport News (divisions of Signature Styles, LLC) have successfully completed a three-month pilot program and become the newest members of Zadspace’s distribution network, which now has a capacity in excess of one million impressions per month. Zadspace campaigns are dynamically controlled by the proprietary Dimensional Modeling Engine (DME). The modeling engine analyzes Zad recipients based on a proprietary set of dimensions and selects the most relevant offer for that individual.

Leading multichannel retailers, Spiegel and Newport News have provided affordable luxury in women’s apparel and furniture for over 100 years. Both brands fulfill a large majority of their sales via home delivery, and through their partnership with Zadspace will deliver Zads on outgoing parcels.

During the three-month test period, Zadspace distributed 36 separate campaigns on Spiegel’s and Newport News’ packages. During that time, the brands determined the integration of the Zadspace solution into warehouse operations had “no significant effect on our distribution operation.”

“We were shocked by how easily we integrated Zadspace into our regular operations,” said Parker Block, VP Marketing and E-Commerce for Signature Styles, LLC. Block added, “In fact, we see so much value with Zadspace, we will be advertising in the Zadspace network in 2010.”

“The considerable consumer diversity gained through our partnerships with Spiegel and Newport News allows the DME to pinpoint the most relevant impression for consumers with even finer precision,” added James Ho, Vice President of Products and co-founder of Zadspace.

About Zadspace:

Founded in 2006, Zadspace is a privately-held, venture-backed direct marketing company with offices in Los Angeles and New York City. Zadspace endeavors to “make every offer received relevant to the consumer” and thereby increase the effectiveness of direct marketing and eliminate waste. Through technological innovation and its “outside of the box” medium, Zadspace has created a better way to deliver targeted, one-to-one marketing messages. For more information, visit www.zadspace.com.

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