



## **Zadspace Awards Management to Media Horizons**

FOR IMMEDIATE RELEASE

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Zadspace Inc, a privately-held, venture-backed marketing technology company, is proud to announce that it has awarded management of its unique marketing program to Media Horizons.

Zadspace's proprietary technology combines the speed and efficiency of digital advertising, the targeting of direct mail and the high visibility of out of home advertising in a unique and personalized high resolution advertisement ("Zad") that is affixed to outgoing consumer packages. Zads allow shippers to monetize a new customer touch point and provide them with an effective way to increase customer retention, increase lifetime customer value, and enhance brand awareness.

Media Horizons was awarded exclusive Management for Zadspace's unique program and as such seeks to maximize revenue across Zadspace's network. "We're excited by Zadspace's innovative technology and marketing platform. We look forward to expanding the program within the advertiser community", says Alan Kraft, President of Media Horizons Management.

Zadspace manages and distributes advertising campaigns with deep and granular targeting requirements. Zadspace offers its marketing partners hundreds of real-time data selects against outgoing packages including: current customer suppression, geo targeting, household income, category exclusivity and other behavioral targeting.

To date, Zadspace has distributed millions of "Zads" from national advertisers on outgoing consumer packages delivered by catalogers, eTailers, and logistics companies.

In addition to awarding management to Media Horizons, Zadspace has hired Direct Marketing and Media veteran Jeff Giordano as Interim CEO. Mr. Giordano is past Chairman of the Electronic Retailing Association and has held the CEO title at a variety of Marketing and Media Service companies.

"As Zadspace continues to grow, we are fortunate to be able to work with sophisticated partners like Media Horizons. We are looking forward to expanding our advertising and distribution network in 2011", said Todd Outten, President and Co-Founder of Zadspace.

About Zadspace:

Zadspace is a privately-held, venture-backed marketing technology company headquartered in Connecticut. Zadspace endeavors to "make every offer received relevant to the consumer". Through technological innovation, Zadspace has created a better way to deliver targeted, one-to-one marketing messages.

About Media Horizons Management and Media Horizons, Inc.

Media Horizons Management, a division of Media Horizons, Inc., represents more than 50 unique media channels targeting a wide variety of demographic and psychographic groups. Dedicated to maximizing revenue for its clients, Media Horizons Management uses state-of-the-art research tools to identify, contact and sell new advertisers into the media properties it represents. Media Horizons, Inc. was founded in 1988 and is a privately held direct marketing agency based in Norwalk, CT.