



PRESS RELEASE

David Carlick Joins NetSeer Board Of Directors

Digital Media Veteran To Help Fuel Concept Advertising Revolution

September 27, 2012—NetSeer today announced that David Carlick, Chairman at ReachLocal (NASDAQ RLOC), has joined its Board of Directors. NetSeer's patented concept matching technology suite is rapidly advancing the way digital media is bought. By mapping the concepts that matter most to brand marketers, NetSeer aggregates relevant display, mobile, and video inventory to create a premium content channel without sacrificing scale.

"Throughout my career I have been fortunate to be involved with companies whose innovations have a tremendous impact on the online media and advertising space," Carlick said. "Right now, DSPs and cookie-based retargeting advertising enable machine-based media buying. Yet all our advertising data and experience tells us that the actual concepts on the page matter when brands want their messages heard and understood. Relevance matters. The next phase of machine buying will increasingly incorporate NetSeer's conceptual matching—the ability to match ads with the actual concepts on a page, reaching people with the right message right at the moment of consideration. Advertisers, publishers, and consumers will enjoy the increased relevance of information delivered. I am fortunate and excited to join the team."

Carlick rounds out the current Board of Directors which includes Vwani Roychowdhury and John Mracek of NetSeer as well as Dave Ryan of Mission Ventures and Terry Opdendyk of Onset Ventures. Carlick is an Independent Director working with a variety of companies in the online media and marketing space. He was an early co-founder of DoubleClick in the mid-90s, (NASDAQ DCLK, acquired by Google) when he also helped lead Poppe Tyson's digital media innovations at poppe.com (merged with Modem Media and IPO as ModemMediaPoppeTyson, NASDAQ MMPT).

Carlick has served on public boards including Founding Director at International Network Solutions, (IPO 1997 NASDAQ INSS, acquired by Lucent in 1999); Director at Ask Jeeves (NASDAQ ASKJ, acquired by IAC in 2005); Chairman at Intermix Media, parent of MySpace (AMEX IMIX, acquired by News Corp 2005), and is currently Chairman at ReachLocal, a global leader in digital marketing technology and services for over 20,000 small businesses worldwide.

He is also a director at several private companies, including Effective Measure (leader in digital measurement in Southeast Asia, Oceania, Middle East and Africa), BrandScreen (DSP leader in Australia and Asia); Adventure Capital (Early Stage investor in Melbourne), and MediaSmith (leading independent digital media agency). Carlick is a Venture Partner at Rho Ventures, a leading venture firm in New York and Palo Alto.

"David Carlick has been involved with a number of key advances in digital media and marketing," said John Mracek, Chief Executive Officer, NetSeer. "David gets what we do, and we are excited as we expand our board with the experience and expertise necessary for our next stages of growth."

About NetSeer:

NetSeer is a Silicon Valley-based company with a digital media buying solution that capitalizes on the economics of advertising. By mapping the concepts that matter most to brand marketers, NetSeer aggregates relevant display, mobile, and video inventory to create a premium content channel without sacrificing scale. NetSeer's patented targeting capabilities include ConceptGraph, which delivers the best ad to editorial match available today. With a reach of 95% of the U.S. Internet population, NetSeer



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analyzes over 5 billion impressions a day on behalf of hundreds of advertisers. The company received its initial funding from Onset Ventures and Mission Ventures. For more information, please visit www.NetSeer.com.

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