

FOR IMMEDIATE RELEASE

## **Peter Horn Joins NetSeer as CRO**

*Digital Media Veteran to Oversee Expanding Sales/Business Development Team,  
Lead Next Phase of Company Growth*

SANTA CLARA, Calif.—March 20, 2012—NetSeer, a leading provider of contextual targeting solutions, announced today that Peter Horn, a veteran in the areas of digital media and emerging businesses, has been appointed Chief Revenue Officer (CRO) of the company, joining CEO John Mracek in leading the company into its next phase of growth. Horn will be based in NetSeer's New York office and will oversee the sales and business development teams, which has expanded to include salespersons in Detroit and Chicago.

"We made a very long and careful search for an individual with the right combination of experience, expertise and innovative ideas," said Mracek. "The depth and breadth of Peter's knowledge and ability fits perfectly with our mandate to accelerate the growth of NetSeer's unparalleled suite of contextual advertising services."

Horn, a 15-year veteran in digital media, most recently served as Executive Vice President and Chief Revenue Officer at HealthCentral, a leading health information provider comprised of 35 highly targeted condition and wellness-specific interactive sites. During the past three years he led the company's sales, advertising operations and B2B marketing groups, and guided the company's consistent year-over-year revenue growth strategy and audience expansion initiatives.

Prior to HealthCentral, Horn spent seven years with Microsoft's MSN Network, where he served as one of the top-performing regional sales leads. During his tenure his teams achieved record year-over-year revenue growth. Previously, Peter co-founded and served as Executive Vice President of HoopsTV, a multimedia basketball entertainment company, where he was responsible for developing and overseeing the national offline and online sales team. Before HoopsTV, Peter worked at CBS Sportsline and The Weather Channel, developing and managing award-winning online sales programs. Horn started his career in sales at JP Morgan in the fixed income unit.

Horn holds a Bachelor of Arts degree from Dickinson College, and lives with his wife and two children in Riverdale, NY.

### **About NetSeer**

NetSeer, Inc. provides contextual targeting to advertisers that determines user intent from a web page with the same accuracy as traditional search. Using its patented technology called the Concept Map, NetSeer delivers measurable gains in online ad performance previously unattainable in Internet advertising. The company offers two primary lines of business: NetSeer Media for Advertisers and ConceptLinks for Web Publishers. With a reach of 95% of the U.S. Internet population, NetSeer analyzes over 100 billion impressions per month on behalf of hundreds of advertisers. The company received its initial funding from Onset Ventures and Mission Ventures. NetSeer is headquartered in Santa Clara, CA. For more information, please visit [www.NetSeer.com](http://www.NetSeer.com).

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Media Contacts  
Krista Van Lewen  
CommStrat for NetSeer  
303-963-5530  
krista@commstrat.com

Erin Zeitler  
CommStrat for NetSeer  
917-886-9098  
erinz@commstrat.com