

CRIMTAN PASSES LATEST IASH AUDIT

Behavioural Advertising Company, Crimtan, announces it has passed an independent audit by ABCE confirmed that the ad network has complied with the IASH Code of Conduct.

LONDON. May 1, 2011.

Crimtan has passed its second IASH audit with flying colours, scoring a 100% pass for the second time. ABCE today confirmed that Crimtan has complied with the IASH Code of Conduct for the period July to December 2010.

Paul Goad, Managing Director of Crimtan said: "We have been told, unofficially, that Crimtan was one of only four companies to get a 100% pass score. This shows once again that Crimtan is extremely serious about ensuring brand safety for advertisers and goes to enormous lengths to do the right thing."

IASH was created to encourage best practice among online advertising sales houses through the adoption of an effective code of conduct. IASH members wish to ensure that display ads placed via their networks do not appear on websites which could jeopardize advertisers' brands.

The IASH Code provides a formal framework for best practice for IASH Members to follow when dealing with advertisers, agencies, networks and site owners. The purpose of the Code is to give those buying, selling or brokering internet advertising space a clear understanding of the types of inventory which can and cannot be used when fulfilling an ad insertion order.

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About Crimtan:

Crimtan is a technology-rich Behavioural Ad Network, built on a proprietary Real-time Audience & Media Platform, RAMP360. Crimtan provides online advertisers with advanced digital marketing products and services using precise audience profiling, segmentation, targeting and optimization to deliver ads across an extensive network of unique publishers, SSPs and Ad Exchanges. www.crimtan.com

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