

CRIMTAN BECOMES LATEST ACCREDITED MEMBER OF IASH

*Successfully passed independent ABCe audit to become full member
of the Internet Advertising Sales House Council*

LONDON. 13th April, 2010. Crimson Tangerine (Crimtan), the Interest and Intent based behavioural advertising company announced it has become a fully accredited member of IASH after an independent audit by ABCe confirmed that the ad network has complied with the IASH Code of Conduct.

IASH exists to police and encourage best practice among online advertising sales houses and IASH is a symbol of trust and transparency, providing confidence and reassurance to advertisers and publishers. This industry accolade follows shortly after Crimtan passed a separate ABCe audit that showed it complied with the IAB's Good Practice Principles for Behavioural Advertising. Crimtan is now one of only seven companies that has passed both audits (the others are AOL, Microsoft, Specific Media, Google, Audience Science and Yahoo!).

Crimtan's membership of IASH affirms its commitment to providing brand-safe environments for advertisers. Paul Goad, Managing Director of Crimtan said, "Although we are a relatively new company we have been working to gain official industry accreditation and have come a long way in a very short space of time. Now we have passed both IASH and the Good Practice Principles for Behavioural Advertising, advertisers and publishers can be reassured that we operate to the highest industry standards."

Julia Smith, head of IASH said: "We are delighted to welcome Crimtan UK as our latest newly accredited IASH Member. Crimtan have worked hard to pass the stringent audit carried out by ABCe and they are now committed to adhering the IASH Code of Conduct, and protecting their clients' brands."

– Ends –

Media Contact:

Paul Goad
pgoad@crimtan.com
07780601446

About Crimtan

Crimtan uses new, groundbreaking segmentation and optimisation technology to provide advertisers with precise audience segmentation, optimisation, ad delivery and reporting. Audience intelligence is gathered anonymously from multiple sources of user activity - including search - and provides real-time insight into audience interests and intention to purchase.

For publishers, Crimtan brings a unique proposition that recognises the real value of site visitors and uses this to significantly improve revenue and provide valuable visitor intelligence. Additional information is available at www.crimtan.com

About IASH

IASH exists to encourage best practice among online advertising sales houses through the adoption of an effective code of conduct. IASH also exists to promote the real benefits of the online advertising network business model.

IASH members wish to ensure that display ads placed via their networks do not appear on websites which could jeopardize advertisers' brands. This 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 broking internet advertising space a clear understanding of the types of inventory which can and cannot be used when fulfilling an ad insertion order.