



## AOL Selects Right Media Exchange as Display Advertising Platform for Ad Agreement

### *Significant Next Step in Implementing Display Ad Agreement Announced in Q411*

SUNNYVALE, Calif. & NEW YORK--(BUSINESS WIRE)-- Yahoo!'s Right Media Exchange, the leading global private marketplace (NASDAQ:YHOO) and AOL (NYSE:AOL) today announced that AOL has selected Right Media Exchange as the platform to provide real time access to AOL inventory as part of the [display advertising agreements announced in](#) Q4 2011. The inventory AOL makes available under the display advertising agreement will be surfaced through the Right Media Exchange across the US and Canada. The overall agreement aims to improve the process of buying and selling premium online display inventory in the non-reserved space.

Right Media is the first and leading global advertising exchange with robust and proven technology designed to drive maximum performance and yield for buyers and sellers in real-time, in a private marketplace set up.

"Advertising.com has been a long-standing seat holder on the Right Media Exchange, having utilized the Right Media Exchange's RTB capabilities since 2009. Now, with the addition of inventory from AOL sites, we look forward to AOL continuing to drive yield through their existing advertisers while connecting them with the exchange's premium advertisers for maximizing yield while delivering on our mutual objectives," said Brian Silver, Yahoo! VP, Ad Platforms for the Americas. "AOL's selection validates Right Media's commitment to building a premium marketplace on a global scale."

"We have had a long term partnership with Yahoo and Right Media, and are excited to continue this partnership through this agreement. The agreement provides for [Advertising.com](#) to continue to access AOL inventory for our existing advertisers while providing increased competition through additional demand sources," said David Jacobs, Senior Vice President, [Advertising.com](#).

#### **About Yahoo!:**

Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.com](#)).

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#### **About AOL:**

Having helped millions of Americans to get online, AOL Inc. (NYSE:AOL) is on a mission to inform, entertain and connect the world. The home of a world-class collection of premium brands, AOL creates original content that engages audiences on a local and global scale. We help marketers connect with these audiences through effective and engaging digital advertising solutions.

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