

Media Release

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U.S. Start-Up launches in Australia with creation, sales and management solution for online display advertising

MELBOURNE, April 14th – Paper G, an American ad-tech company focused on local and hyperlocal media markets, announced earlier this month their signing of an exclusive reseller agreement with local media consultancy, InXcess Pty Ltd (www.inxcess.com.au), to distribute technology that automates, for the first time, the creation, sales and management of custom rich online display advertising.

PaperG (www.paperg.com), founded in 2007 by two students from Yale University and two from Harvard, has been developed and already successfully introduced in the U.S. The company's technology reinvents the relationship between local online publishers and local businesses. Its two ad platforms --- Flyerboard and PlaceLocal -- offer publishers a new and fertile ad revenue stream, while allowing small, local businesses to advertise, many for the first time.

Director of InXcess Pty Ltd, Cheryl Newsom sought a partnership with the U.S start-up after discovering their solutions online and foreseeing a unique fit and solution for media companies not only here in Australia but also in South African and New Zealand.

"In the U.S., we have seen unprecedented enthusiasm by many media companies to build or bolster their local or hyperlocal online presence," observed PaperG co-founder and CEO Victor Wong. "Yet many enter the space without a scalable strategy. This is where our technology comes in."

The company's first ad platform, Flyerboard, takes the popular concept of the cork bulletin board and re-purposes it for the Web, giving small businesses an easy, inexpensive and social media-enabled vehicle to promote themselves in their local markets. For many, Flyerboard marked their first foray into online advertising.

Having already partnered with some well-known media clients in the United States including the websites of Hearst Newspapers, New York Post, Metromix, LLC - a joint venture backed by Gannett Co. and Tribune Co., Boston.com, and the New Jersey web properties of Gannett, among others.

PaperG's soon-to-launch second ad platform, PlaceLocal, is the industry's first to fully automate the custom creation, sales and management of rich online display advertising for local businesses. PlaceLocal is currently in private beta with a number of media companies.

Ms Newsom believes the PaperG solutions to be timely developments for the global media industry, "The economics of the current online advertising model make it difficult to cover the significant overhead costs required to produce a quality editorial product without leaning toward a paid content model. PaperG has addressed this challenge by creating greater efficiencies for the ad sales, creative and on-going management processes, while lowering barriers to entry for local and smaller businesses looking to advertise online."

InXcess specialises in media sales solutions and their programs and services have been implemented in metropolitan and regional markets for News Limited, APN Australia and New Zealand, Rural Press, DMG Radio, Macquarie Southern Cross Media, Fairfax Media, Northcliffe Newspapers, Johnston Press UK and and The West Australian Newspaper.

Flyerboard will be available immediately and exclusively to Australia's online publishing community via InXcess Pty Ltd. Placelocal will follow shortly.

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