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## **1020 Placecast Elects Online Advertising Industry Leader Rich LeFurgy To Board Of Directors**

*Archer Advisors Principal and Founding Chairman of Interactive Advertising Bureau  
To Counsel New Media Company on Growth, Product Evolution*

**SAN FRANCISCO, CA — (May 22, 2008) —** 1020 Inc., developer and owner of Placecast™, the first online media network that targets advertising based on a user's real-time physical location, today announced that online advertising expert Rich LeFurgy has been elected to the company's board of directors. LeFurgy, principal at Archer Advisors, founding chairman of the Interactive Advertising Bureau (IAB) and one of the industry's true pioneers, will lend his considerable expertise to 1020 Placecast's strategic decision-making as it aggressively expands its place in the online media field.

"Rich LeFurgy has perhaps the keenest understanding of where the online advertising business is going of any individual today," said Anne Bezancon, CEO and founder of 1020 Placecast. "His sharp insights and considerable industry experience will be of immense value to 1020 Placecast in the months and years ahead."

After a 17-year ad agency career, Rich LeFurgy began to impact the nascent online advertising field in 1995 as head of sales at Starwave and later at the Walt Disney Internet Group which included ESPN.com, NFL.com, NBA.com and ABCnews.com among its properties. He spent six years as the Interactive Advertising Bureau's first chairman, and helped found both the Future of Advertising Stakeholders (FAST) and the San Francisco Bay Area Interactive Group (SFBIG).

In 1999 LeFurgy joined WaldenVC, a Bay-area venture capital firm, and five years later started Archer, the new media advisory firm he still leads. He has been a board member, advisor or investor in over 30 online advertising companies and has helped firms as diverse as Blue Lithium (sold to Yahoo!), Google, AOL, Web Clients (sold to ValueClick) and Glam grow and adjust to the changing online media landscape.

"1020 Placecast is leveraging its proprietary technology platform to pioneer an exciting new area of online advertising. The ability to target audiences based on the time and location of connection, and then reach consumers with relevant, actionable messages tied to their immediate surroundings, is extremely attractive to both advertisers and publishers," said LeFurgy. "Anne Bezancon and the executive team at 1020 Placecast are leading the way to increased relevance and impact for digital

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advertising using the context of time and place. I look forward to helping shape Placecast’s future development.”

In addition to his other roles, LeFurgy has served on the board of the Advertising Research Foundation and the advisory board of ad:tech. He was inducted into Advertising Age’s Interactive Hall of Fame in 2000, and received the IAB’s Lifetime Achievement Award in 2004. In April 2008 he received ad:tech’s Industry Achievement Award .

### ***About 1020 Placecast:***

*1020, Inc. is the developer and owner of Placecast™, the first online advertising network that targets advertising based on the real-time physical location of a user’s Internet connection across all devices and networks—Wi-Fi, fixed broadband and mobile. Placecast targets relevant audiences and delivers location-enabled media across Web, WAP, video, and downloadable mobile GPS applications. 1020’s groundbreaking Placecast service recently earned the company the “OnMedia Top 100” Award, given to game changing companies in the marketing, branding, advertising, and PR industries. 1020 is funded by Voyager Capital and Onset Ventures. For more information about Placecast, visit [www.placecast.net](http://www.placecast.net).*

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