



PRESS RELEASE

ividence Expands Presence in the United States

*The world's first email ad exchange platform opens New York office,
brings on senior executives in the U.S. to develop the company's business in the Americas*

New York, October 21, 2011 – Preparing for strong growth, **ividence** announces the expansion of its sales and marketing teams in the United States and the opening of its New York office.

ividence works with publishers in Europe and the U.S. to monetize opt-in email lists and manages campaigns from advertisers like Groupon, Citroen, Dish Network and many others. The company hopes to capitalize on rapid growth in Europe to gain a strong foothold in the U.S.

The U.S. offices will be led by cofounder and CEO Eric Didier who relocated from Paris to the company's San Francisco office to focus on the growing the business in the U.S. Didier brings his extensive experience in building teams dedicated to developing, selling and supporting high value added software solutions.

Previous to cofounding ividence in 2008, Didier founded Soamai, a metadata applications company acquired by Allen Systems Group in 2004. He continued at ASG on the Executive Management team as Worldwide Vice President of Sales, Product Management and Solution Marketing. As interim COO, he then helped two French companies in establishing their worldwide presence (Sunopsis, Viadeo).

Also joining the growing U.S. team is Mary Byrne, the company's new SVP of the Americas. Byrne has nearly 15 years of experience in the technology sector, having led sales, marketing and client services efforts at DoubleClick, Microsoft and Level 3. She brings her history of building strong sales teams to her role in driving sales and marketing efforts in the Americas.

"With offices on both the East and West Coasts, ividence is well situated to provide excellent service for clients. We look forward to continuing to make progress on our goal of bringing together publishers and advertisers to maximize ROI and revenue for both," said Byrne.

In addition, ividence is expanding its U.S. operations and building sales and marketing teams on both coasts. As part of the expansion, ividence will exhibit for the first time at ad:tech New York, November 8-10. ad:tech, the premier event for digital marketing, is an interactive advertising and technology exhibition.

About ividence

The ividence platform is a disruptive technology that completely transforms the market's traditional practices, bringing to email what is available in the Display and Search markets. The 100% automated platform matches offers to records based on bid, performance and end-users' behavior, resulting in fewer emails sent, improved ROI for Advertisers and improved revenue for list owners.

ividence was chosen as a 2011 Red Herring TOP 100 Technology Start-up Winner in Europe and ranked fifth most innovative startup in the world in the Innovate 2010 competition.

Two "serial entrepreneurs" created ividence in 2009. The company has grown rapidly, now employing 30 people, with offices in New York, Paris and San Francisco.

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