



Leading Local Events Website, Eventful, Taps 1020 Placecast for Multi-channel Location-Based Advertising

New location-based ad-targeting solution connects advertisers to Eventful's active 18-34 year-old demographic

SAN FRANCISCO and SAN DIEGO — (September 4, 2008) — Eventful Inc., which operates leading local events Website, Eventful.com, has selected 1020 Placecast™, the world's largest place-based interactive media company, to engage advertisers and power its ad-serving technology. Placecast enables Eventful to segment site visitors based upon the location of specific events, significantly increasing advertising revenue opportunities through premium location-based inventory. In addition to advanced targeting, Placecast brings the expertise of a dedicated sales team, which collaborates with Eventful's direct sales force.

Placecast adds a new dimension to audience targeting by using location-based information provided by publisher sites. This allows advertisers to deliver messages customized to a specific audience and a specific location, increasing the relevancy of these ads and therefore the value of the publisher's inventory. Using proprietary targeting algorithms, Placecast delivers more relevant ads by matching publisher data with information specific to an event venue in which a user expresses interest. For example, a user checking Eventful's site for the next Coldplay concert in New York City would see an ad for Scion with the address and link to the closest Scion dealership, while a user looking for outdoor activities in San Francisco would see a localized ad for Subaru.

"Placecast gives us the ability to leverage location and date to deliver more engaging offers to our advertisers and consumers while maintaining the privacy, confidentiality and anonymity of our user base," said Jordan Glazier, Chief Executive Officer of Eventful, Inc. "It's an ideal solution for us given our community of highly engaged consumers who use Eventful to discover local events."

Placecast is currently deployed across Eventful's online advertising inventory and email programs, delivering targeted audiences to advertisers and customized messages to users. "Integrating Placecast was extremely simple," said Chuck Norris, Eventful's CTO. "We were up and running in a matter of days."

"We are excited to unlock the potential of Eventful's unique advertising inventory and engaged community of users," commented Placecast Founder and President, Anne Bezancon. "No other platform can make use of location information the way Placecast

can, reaching across multiple channels to seamlessly deliver more relevant ads to users. Combined with our specialized sales force, it is a perfect way for publishers such as Eventful to maximize the usefulness of their location-based content.”

Placecast combines location information from multiple sources, including user-entered ZIP codes, Eventful Web page content and GPS for mobile devices such as Apple’s iPhone. Placecast delivers standard ad units such as Flash, text links, image files, video or audio across any connected device, including laptops, desktop PCs and mobile phones, measuring the performance of campaigns at a level of detail not previously possible.

About 1020 Placecast

1020, Inc. is the developer and owner of Placecast™ Media, the first online advertising network to target highly sought-after audiences using location-based information across the Web, mobile, and Wi-Fi. 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. Current advertisers include Microsoft Windows Mobile, FedEx Kinkos and Hyatt Hotels. 1020 is funded by Voyager Capital and Onset Ventures. For more information about Placecast, visit www.placecast.net.

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About Eventful, Inc.

San Diego-based Eventful Inc. enables its community of users to discover, promote, share and create local events throughout the world. Eventful users select from over 6 million events, from concerts and sports to performing arts and kids’ activities. Eventful’s Demand service enables over 50,000 performers to empower millions of their fans to influence where they perform. <http://www.eventful.com>.

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