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Interactive Advertising Veteran, Jeff Montgomery, Joins 1020 Placecast as Chief Revenue Officer

Former Tribal Fusion and DoubleClick Executive to Oversee Sales and Operations Activities for Placecast's Location-Based Advertising Business

SAN FRANCISCO--([BUSINESS WIRE](#))--1020 Placecast, the interactive media company delivering highly effective audience targeting with its place-based advertising solution, added another seasoned advertising veteran to its team with today's announcement that Jeff Montgomery has joined as the company's Chief Revenue Officer. Jeff will be responsible for the development and execution of sales and operations strategy for Placecast, as well as delivering cross-platform digital marketing campaigns and world-class client service.

Jeff joins the Placecast team after holding several prominent positions in the interactive advertising industry. He previously founded Sponsormetrix, a digital measurement and activation solution serving the event marketing industry. Prior to that endeavor, he was responsible for developing and managing the global sales organization at TribalFusion, a division of Exponential Interactive. Over the past twelve years, Jeff has directed sales and business development organizations at companies including DoubleClick and MyPoints.com, and executed successful marketing initiatives for companies such as Sony, Microsoft, Verizon, AT&T, Bank of America, REI and Intel. He will draw on these relationships and his expertise in his new capacity at Placecast.

"Placecast is at the forefront of location-based advertising," said Montgomery. "The ability to build deep audience profiles using information linked to places is a unique and very effective way to target interactive advertising. I'm looking forward to lending my experience in sales strategy and operations to help grow what's already a successful business."

Jeff's addition comes on the heels of a recent deal between Placecast and real estate site, Trulia.com, as well as the September addition of Placecast CEO and fellow Tribal Fusion alum, Alistair Goodman. This expansion of Placecast's executive team is another major step for the company, as they capitalize on the success of their cross-channel, location-based advertising solution.

"Jeff has the perfect experience and skill set to help Placecast with our biggest challenge, which currently is scaling our business to take advantage of the huge opportunity we're focused on," observed Goodman. "This is a good challenge to have, of course, and I'm looking forward to working with Jeff to accelerate Placecast's momentum."

Placecast is the only location-based advertising solution that unlocks valuable, relevant audience segments for advertisers across the Web, mobile, Wi-Fi and email. Placecast can use a broad range of location data from sources such as Web publishers in categories like real estate, entertainment events, and travel; GPS data from mobile devices; Wi-Fi hotspots; and third-party databases. Placecast's proprietary targeting algorithms then correlate dozens of demographic, psychographic and geographic data points associated with places to deliver effectively targeted advertising. This is all accomplished without collecting or storing any personally identifiable information.

About 1020 Placecast, Inc.

1020, Inc. is the developer and owner of Placecast™ Media, the first online advertising solution 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 Kinko’s, Avis and Budget Rental Cars 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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