



Location-Based Advertising a Trend to Watch in 2009 as 1020 Placecast Executives Discuss the Industry at WCA LBS SIG, Internet2Go and Telecom Council Conferences

Leading location-based ad network shares insider knowledge on advertising's "bright spot" in 2009 at upcoming speaking engagements

SAN FRANCISCO, Calif. - January 26, 2009 – 1020 Placecast, the first online advertising solution to target highly sought-after audiences using location-based information across the Web, mobile, Wi-Fi networks and email, is solidifying its position as the leader in location-based advertising with two speaking engagements at important industry conferences within the next week. With an executive team whose background ranges from NAVTEQ to Impli to Tribal Fusion, Placecast's insider knowledge and expertise is proving valuable to the location, Internet and advertising industries.

The Wireless Communication Alliance's Location-Based Services SIG will first host panelist, Blair Swedeen, Vice President of Market Development at 1020 Placecast. During the panel, "Location-Based Advertising: 2009 and Beyond", Blair and other industry leaders will discuss technology, measurement, payment models and, as the panel name suggests, the future of location-based advertising.

Blair will also be participating in the Telecom Council Mobile Forum Meeting: "Deep Dive on Mobile Advertising" in early February. Blair's presentation, "Location in Mobile Advertising" will address the growing importance of location information in mobile advertising and will include his view on LBS integration, as well as the role of the advertisers, agencies and carriers. Prior to joining 1020 Placecast, Blair founded Partenza Consulting, a strategy and business development consultancy advising leading players and investors in the LBS industry. Before Partenza, Blair had overall responsibility for the Internet/Wireless product line at NAVTEQ and launched the company's mobile content product line.

Finally, Anne Bezancon, Founder and President of 1020 Placecast, will be speaking at the Internet2Go Conference on a panel entitled, "Conversations about Mobile Marketing", which will bring together agencies, search engines, ad networks and technology providers with an emphasis on practical information and case studies. The event will focus on mobile campaigns and marketing, search marketing, SMS and return-on-investment within a mobile context. Ms. Bezancon will provide her insight on how marketers and agencies should think about and measure mobile ROI. Other speakers include executives from companies and organizations such as: Google, Yahoo!, Microsoft, Cramer-Krasselt, Ansible Mobile, Platform-A, Quattro Wireless and Greystripe.

Prior to founding 1020, Anne held senior executive positions at JiWire (Wi-Fi hotspot directory), Productopia (consumer advice), BEAP (CMS) and PCI (strategic consulting), working with clients such as AOL, Intel, Yahoo, Excite and ATT. In 1994, Anne organized the 40,000 participant Forum of the United Nations Conference on Women in Beijing, China, securing major corporate sponsorship from Apple and Hewlett-Packard.

The Wireless Communication Alliance LBS SIG Conference will take place tomorrow, January 27th, 2009, at the Palo Alto Research Center in Palo Alto, California. The Internet2Go Conference will take place Thursday, January 29th, 2009, at Mezzanine in San Francisco, California. Lastly, the Telecom Council Mobile Forum Meeting will take place on Tuesday, February 3rd, 2009 at HP in Palo Alto, California.

To request meetings with Blair Swedeen or Anne Bezancon, please contact Jenna Britton at [jenna \(at\) vsconsulting.com](mailto:jenna@vsconsulting.com).

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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