

**ad:tech New York Celebrates 10 Years in Interactive Marketing: *From the Alley to the Avenue*
*World's Leading Interactive Marketing Industry Event Looks to the Future of Brand Marketing***

November 6 - 8, 2006 at New York Hilton

SAN FRANCISCO – SEPTEMBER 26, 2006 – ad:tech expositions, LLC (www.ad-tech.com), the leading organizer of conferences and exhibitions for the interactive marketing community worldwide, announces its 10th annual ad:tech New York show, themed “From the Alley to the Avenue,” November 6-8, 2006 at the New York Hilton. True to ad:tech heritage, the New York event examines all that is happening now – and what’s next – in the explosive and ever-evolving interactive marketing industry. Interactive has quickly emerged as a central component to leading campaigns around the world, and the show’s content – from keynotes to seminars to workshops – explores topics and themes that keep executives from household brands to emerging companies on the leading edge of innovation in the space.

“As a world center of capital and creativity, New York is the perfect venue to examine how the intersection of marketing and technology is shaping the future of brand,” said Don Knox, VP, ad:tech Expositions. “We expect record attendance this year as we toast ad:tech’s long standing leadership in the interactive marketing industry, which has evolved from what was once a niche in advertising and marketing, to playing a central role in how brands deliver messages today.”

ad:tech’s new Chair of Programming, Drew Ianni, brings a unique perspective, and has combined his personal industry experience within agencies, on Wall Street and as an analyst to program an event that takes a critical look at the creative, technical and economic factors that are shaping interactive marketing. ad:tech New York features more than 200 speakers, including CEOs, VPs and marketing executives from top companies, including Google, McDonald’s, MTV, Avenue A | Razorfish, ING, The New York Times and many others.

“I’ve programmed this show to maintain ad:tech’s role as the premier gathering that focuses on the intersection of marketing and technology; to keep it a conference where marketing strategies, budgets, technologies and relationships are all significantly impacted by what goes on during the 3 days of ad:tech,” said Drew Ianni. ad:tech attendees are able to look at issues from a variety of informed perspectives, gain the real-world knowledge to address them and personally meet the other people who are actively shaping the industry.”

Sessions begin Monday, November 6 with a keynote conversation, “From the Alley to the Avenue: One on One with David Lubars,” where Drew Ianni sits down with David Lubars, chairman and chief creative officer of BBDO North America, to discuss the new media landscape, the continued life of the TV ad spot and the new threats and opportunities brought on by digital media. The keynote is followed by “Consumer-Generated Media’s Role in the Engagement Equation,” moderated by Pete Blackshaw, chief marketing and client satisfaction officer for Nielsen BuzzMetrics. With the rise of the Internet, social media technologies and powerful search engines, Consumer-Generated Media (CGM), or online word-of-mouth, is quickly becoming a central theme in the engagement discussion – and ad:tech brings concrete case studies and advice, strategies and tactics from proven leaders to attending marketers and researchers.

Tuesday begins with a session on “The Anywhere Consumer,” with keynote Yankee Group Research CEO Emily Green examining the new consumer – one who expects all activities, preferences and information to be available wherever, on whatever screen or gadget is most convenient. Recent data helps marketers identify trends that will help them survive and adapt to these changes and develop ‘anywhere marketing.’

The next screens, gadgets and modes of delivery are explored at *The Now and Next Technology Showcase*, a program that debuted at the ad:tech San Francisco show and offers firsthand access to the technology and real-world uses of products from several innovative companies in the TV 2.0, Gaming and Mobile Marketing industries. Changing the way messages are delivered and consumed, participating companies will offer interactive demos where attendees can see, touch and play with products; talk directly with representatives; and learn about how the technologies are being –and will be – employed by marketers around the world.

The final keynote celebrates ad:tech’s 10th anniversary and unique position in the interactive marketing industry. “1996 vs. 2006: The Web Then and Now” examines how far the interactive marketing space has evolved in a single decade – from pop-ups to podcasts, from publisher to user-generated content, and from page views to click-throughs. Kevin Ryan, a key player in DoubleClick’s astounding success and now co-founder and CEO of ShopWiki, shares his unique insight on the 2006 environment, how it compares to 1996, and what can be expected from the medium in 2016.

“Now that I’m back in start-up mode, I’m excited to take a retrospective and fresh look at the industry – to highlight how far we’ve come and to underscore opportunities I see for publishers, agencies and marketing professionals in this Web 2.0-world and beyond,” said Kevin Ryan. “From the initial show that helped put ‘digital’ and ‘interactive’ marketing on the map in 1996, to the current program that will reach hundreds of thousands of

marketers in nine international cities by next year, ad:tech has weathered the crazy peaks and valleys of this space and remains one of the world's premiere industry events.”

To help attendees best take advantage of ad:tech's broad offerings, key interest areas are organized along five topic-specific session tracks: Strategic Scenarios; By The Numbers; Performance Marketing; New Platforms; and Media Matters. Please visit www.ad-tech.com/conference-ny.asp for a detailed agenda and calendar.

For public information, please visit www.ad-tech.com

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About ad:tech: ad:tech expositions, LLC is the leading organizer of conferences and exhibitions for the interactive marketing community worldwide. ad:tech produces the world's largest interactive marketing events held in New York, San Francisco, Chicago, Miami, London, Paris, Hamburg, Shanghai, Singapore and Sydney. ad:tech is produced by dmg world media; based out of the company's headquarters in Larkspur, California. For listings of exhibitors, speakers, events and upcoming conference offerings, visit www.ad-tech.com.

About dmg world media: An international exhibition and publishing company, dmg world media produces over 300 market-leading trade exhibitions, consumer shows and fairs each year and publishes 45 related magazines, newspapers, directories and market reports. dmg world media employs 800 people and maintains a worldwide presence through 38 offices in the United States, Canada, the United Kingdom, France, the United Arab Emirates, China, Australia and New Zealand. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT), one of the largest and most successful media companies in the United Kingdom. Additional information on dmg world media can be found at www.dmgworldmedia.com.

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