



MediaTrust Creates Search and Social Media Optimization Division

NEW YORK – November 5, 2007 – Today at ad:tech 2007 (booth #830), MediaTrust, Inc. officially announced the creation of its Search and Social Media Optimization (SSMO) Division. Scott Parent, social media and technology expert, has been appointed vice president of the division.

Parent comes to MediaTrust with many years of success in audio and video production and media optimization. Parent created and popularized American Cliché, a weekly podcast that covers news outside of mainstream with a political twist. The podcast is featured on Adam Curry's PodShow network and enjoyed a year-long run on Sirius satellite radio. In addition, Parent was a co-founder of 8BallRadio, a pioneer in the online radio movement.

Under Parent's guidance, the SSMO Division will specialize in Social Media Optimization, Search Engine Optimization and Search Engine Marketing. The SSMO team will also offer various services to create and optimize social media including video and audio podcasts and blogs. MediaTrust's team of SSMO experts create custom programs based on each client's needs, and continuously monitor and optimize campaigns to ensure the highest possible returns and performance.

“Social networks, social media and search engines all provide a starting point for users to find and consume information on the Web,” said Parent. “With all the information on the Web, it is becoming increasingly important that companies use social media technologies to deliver content right to the user. By working with MediaTrust's Search and Social Media Optimization Division, companies can access a broad range of tools that drive customers to their Web sites to engage with their brands.”

By leveraging MediaTrust's SSMO expertise, the Santa Barbara International Film Festival (SBIFF) became the first film festival in the world to podcast live events. Like most festivals, the SBIFF historically catered only to in-person attendees. However, with MediaTrust creating and managing all of SBIFF's online activities including Web site, blog and audio and video podcasts -- the SBIFF was able to execute a social media campaign that broadened their audience to include any interested film fan with access to the Internet. As a result, in 2007, the SBIFF measured more than 700,000 podcast downloads.

“We needed a partner who we could trust to take the festival online with little supervision, always keeping our best interests in mind,” says Mary Lynn Harms, development manager for SBIFF. “MediaTrust’s Search and Social Media Optimization team did just that. They far exceeded our expectations.”

About MediaTrust

MediaTrust (www.mediatrust.com) is an ecosystem of online media properties. MediaTrust combines innovative interactive media and advertising technology with human service and expertise. Companies that choose MediaTrust benefit from relevant and intelligent online campaigns that deliver higher ROI and greater success in acquiring customers, creating brand awareness, generating sales and driving traffic.

MediaTrust is comprised of Advaliant, a performance-based affiliate marketing network, Advario, a proprietary ad serving platform, leading-edge media technologies and the MediaTrust Integrated Solutions Group (ISG). The ISG is comprised of specialists that analyze customer needs and build custom performance-based campaigns that optimize returns for each advertiser and publisher.

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