



MEDIA ALERT

FTC Chief Privacy Officer Marc Groman Appointed New Executive Director of Network Advertising Initiative

Leading Self-Regulatory Organization for Online Advertisers Taps Seasoned Privacy Chief

WASHINGTON, D.C.—NOVEMBER 17, 2011—Today, the Network Advertising Initiative (NAI) board of directors announced that Marc Groman, the chief privacy officer of the Federal Trade Commission, will become the NAI's next executive director and general counsel. The NAI is a leading self-regulatory organization for companies in the online advertising marketplace including; 24/7 Real Media, Akamai Technologies, Inc., AOL Advertising, AudienceScience, BlueKai, Datonics, Dotomi, Google, Microsoft Corporation, ValueClick, Inc., Yahoo! Inc. Groman will begin his new role in December.

"Self-regulation is about creating standards and holding members accountable for those standards," said Robert Gratchner, chairman of the NAI board. "Having a seasoned and respected FTC attorney take the helm at NAI continues our deep commitment to meaningful self-regulation, effective enforcement of industry standards and further development of best practices in online behavioral advertising."

As executive director, Groman will leverage over a decade of experience to tackle cutting-edge privacy issues. Groman has a deep understanding of today's complex policy debates around online advertising, privacy and self-regulation.

"Marc really understands the privacy issues facing consumers and businesses today, and has remarkable creativity, problem-solving, and people skills," said Jessica Rich, deputy director, Bureau of Consumer Protection, Federal Trade Commission. "The NAI is really lucky to get him at this critical time for privacy."

"NAI member companies, along with the rest of industry, have been doing incredible work to advance consumer choice. In selecting Marc, the NAI has chosen a strong, respected leader who will continue to advance those initiatives," said Alan Chapell, vice chairman, NAI.

Groman replaces current executive director Charles Curran, who will continue to serve as an advisor to the NAI. "It has been an honor to have Chuck lead the NAI since 2009," commented Gratchner. "During the NAI's rapid expansion to more than 75 member companies, Chuck's leadership enabled us to make significant progress in implementing credible compliance and best practices for companies engaged in interest-based advertising. As he leaves to pursue new challenges, I want to thank Chuck for his tireless efforts to broaden the scope of self-regulation and enhance consumer transparency and choice."

Robert Gratchner is available for interviews to speak to the NAI's selection of Groman beginning Wednesday, November 16. In December, Marc Groman will address the industry and is available for interviews at that time to discuss his new role.

ABOUT THE NETWORK ADVERTISING INITIATIVE (NAI)

The Network Advertising Initiative (NAI) is a coalition of more than seventy-five leading online marketing companies committed to building consumer awareness and reinforcing responsible business and data



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management practices and standards. Its initiatives are piloted by a cooperative of the most significant online advertising companies. As increasingly sophisticated online advertising technologies evolve, the NAI works to enhance consumer confidence through effective self-regulatory practices and user choice. To learn more, visit <http://www.networkadvertising.org>

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