

## **TACODA Hires Adrian Lacey to be Managing Director of UK Operation**

### **Former Digital Director of Publicitas Europe to Grow TACODA's UK Footprint**

**NEW YORK and LONDON** (February 15, 2008) – Adrian Lacey, who has been Digital Director of Publicitas Europe since 2006, has been named Managing Director of TACODA's UK operation based in London and responsible for developing publisher, client and agency relationships across the United Kingdom and Ireland.

“Since launching its London office in September 2006, TACODA's has increased the number of publishers in its UK-centric *Audience Networks* to 1500 and has increased TACODA's reach to 76.6% of the total UK online audience. Clearly, this is a fast growing market for us and we are very pleased to add Adrian to our management team,” says Daniel Jaye, President of TACODA. “He comes to TACODA with over fifteen years experience working in the media business and will be a tremendous asset to our UK operation.”

As European Digital Director of Publicitas Europe (London), Mr. Lacey devised and implement a commercially viable digital sales strategy across the European operation of the largest international media specialist in the world. From 2004 to 2006, he was International Commercial Director for Getty Images (London) and before that, was Head of Sales for Real Media UK LTD (London) from 2002 to 2004. He also served as Strategic Agency A/C Manager for Doubleclick Europe for two years before that. Earlier in his career, Mr. Lacey held posts of increasing responsibility at Internet Media and IPC Magazines, both in London.

“TACODA is the top brand in the behavioural targeting industry and I look forward to showing client and agency side marketers just how well it can work to help them reach audiences they never realized were their customers,” say Mr. Lacey.

Mr. Lacey replaces Paul Goad who left the company to head sales at the UK's NebuAd.

**TACODA®, Inc.** ([www.tacoda.com](http://www.tacoda.com)), a wholly owned division of AOL and a Platform-A company, runs one of the world's largest and most advanced behavioral targeting advertising networks. Since 2001, TACODA has provided a comprehensive range of behavioral targeting solutions to thousands of web publishers and brand marketers. Its patent pending technologies power TACODA *Audience Networks*™, which enables brand advertisers to target relevant messages to specific audience segments. TACODA

*Audience Networks*<sup>™</sup> has more than 4,500 sites reaching over 120 million monthly unique users. Major US media partners include Dow Jones, The New York Times Company, NBC Universal, Hoovers, HGTV.com, FoodNetwork.com, KBB.com and USAToday.com.

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