

TACODA Promotes Steven Stein to Northwest Director of Ad Sales

NEW YORK (February 27, 2008) – Steven Stein, who has been TACODA's San Francisco-based Manager of Northwest Advertising Sales since May 2006, has been promoted to Northwest Director of Ad Sales. He replaces Chris Little who left to join Podshow.

“Steven has done a great job in honing his skills, understanding all that is TACODA and most recently over the past few months - working very hard at collaborating with the AOL sales team in San Francisco to drive the vision of Platform A. His deep understanding of the TACODA value proposition, his respect amongst colleagues and his understanding of why TACODA is so important to the Platform-A story makes Steven a great fit for this role,” says Chris Marrow TACODA's Vice President - Western Ad Sales, to whom Mr. Stein will report.

Before Mr. Stein joined TACODA, he was a Midwest Territory Account Executive with ValueClick. From June 2003 to March 2004, he was an Account Executive with NexTag. He also held sales positions with Fox Associates, Inc. and before that, eTour.com. Mr. Steins holds a 1998 BSBA in Marketing from the University of Delaware.

TACODA®, Inc. (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*™ 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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