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Press Release

Source: Future Ads

# Future Ads' Resultlinks Named Innovative Internet Product of the Year by TechAmerica

On Tuesday May 26, 2009, 8:30 am EDT



Revolutionary In-text Advertising Product Earns Top High-Tech Innovation Award

IRVINE, Calif., May 26 /PRNewswire/ -- Future Ads, one of the southland's fastest growing and most innovative interactive firms, today announced that Resultlinks was named *Innovative Internet Product of the Year* by TechAmerica in its 2009 High-Tech Innovation Awards. A next-generation, in-text advertising platform, Resultlinks offers the world's only self-serve, dynamic bidding interface for in-text advertising.

"We are very proud that Resultlinks has been recognized with this prestigious award," said Future Ads CEO Jared Pobre. "Resultlinks' in-text ad technology is designed to solve crucial issues facing web publishers, advertisers, and consumers by providing new opportunities for publishers to monetize their online content - which has become not just an issue of profitability, but of survival - as well as greater campaign control, ROI and transparency for advertisers, and a more consumer-friendly advertising experience for users."

Resultlinks identifies and highlights relevant keywords in publishers' web content, and then automatically matches them to precisely targeted and contextually relevant brand and product advertisements through text, flash or video ad formats. 100% user-initiated, Resultlinks allows consumers to control their advertising experience by delivering the information only when they move the mouse over, or click on, a relevant word or phrase.

Perhaps the most revolutionary aspect of Resultlinks is that it marries this highly relevant, consumer-friendly experience with a self-serve bidding platform that lets advertisers build their own in-text campaigns in minutes, offering them far more control and far lower costs than any other in-text offering.

Launched in 2008, Resultlinks has become the fastest-growing, in-text ad network - which is one of the fastest-growing categories of online advertising today - helping make Future Ads one of the online industry's most rapidly growing interactive marketing firms.

Presented by TechAmerica's Orange County and Inland Empire Councils, the Annual High-Tech Innovation Awards is now in its 16th year and celebrates excellence and achievement in the region's technology industry, and honors local companies, individuals and products that drive innovation in Orange County and the Inland Empire.

"We congratulate all of the winners and look forward to seeing continued innovation from the companies of Orange County in the coming years," said Don Hicks, executive director, TechAmerica Orange County. "Future Ads is a significant contributor to Orange County and the innovations created here for the nation and the world."

## About Future Ads

Founded in 2001, Future Ads is one of the online industry's most rapidly growing interactive marketing firms. The Company owns and operates Gamevance.com, a top 5 game site which attracts 12 million monthly unique visitors and is one of the fastest-growing game sites and Web properties overall. The company enables advertisers to target the fast growing, highly desirable, and responsive casual gaming audience through Gamevance.com and through its recently launched casual game hub, PlaySushi.com. The company's Resultlinks, a self-serve and in-text display ad network, is the fastest growing in its industry. Blending traditional and new media expertise with cutting edge technology, Future Ads' mission is to provide marketers with the most efficient, easiest-to-use, most profitable sources of Internet traffic.

Provided by: PR Newswire

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