



Leading Businesses to reap value through Knexus Community and Advertising.com Partnership

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Leading European companies wanting to benchmark and improve their digital marketing strategy were given a boost today as Knexus Community and Advertising.com formed a partnership to encourage collaboration around this space.

PR9.NET April 25, 2006 - UK, London - Knexus Community, the secure and exclusive resource for Digital Marketing in Europe, has provided a platform to its members from leading companies to learn, collaborate, benchmark, generate and validate ideas for the past 7 years. Members connect with peers online and offline and get access to thought provoking content and benchmark data.

Knexus Community believes the partnership with Advertising.com will provide tremendous insight into online marketing for its members, particularly in areas such as branding, lead generation, customer acquisition and customer retention.

Graeme Foux, Chairman at Knexus Community said "We're very pleased to have the support and participation of Advertising.com as a partner in Knexus Community. Advertising.com is clearly an important player in internet marketing and can bring valuable insights and experience to help our subscribing members."

Through an annual subscription, community members enjoy a range of services, including access to 25 exclusive face-to-face forums featuring corporate case studies, roundtable debates and professional moderation. Regularly attended by companies such as BAA, BT, Coca-Cola Enterprises, Diageo, O2, Prudential and Shell, the cross enterprise forums are designed to share knowledge and ideas and solve strategic digital business issues of shared interest in a non sales environment.

The 2006 programme features topics such as Usability, Innovation, Social Marketing, Online Branding, Multi-Channel Integration, Email Marketing, Content Strategy and Web Analytics.

Some of the face-to-face forums will be hosted at the Advertising.com premises in Central London. Participation is for corporate marketers only, either through an annual membership or a £295 entry fee.

"We are excited about our partnership with the Knexus Community," said Michael Peralta, Managing Director of Advertising.com. "Knexus is a leader in encouraging collaboration and knowledge sharing among influential leaders across multiple industries and Advertising.com is looking forward to working with this elite group."

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About Advertising.com

Advertising.com, Inc. is a leading provider of results-based interactive marketing services to advertisers and publishers. We operate a large network consisting of advertising inventory purchased from web, search engine and email publishers. Through this network, and our proprietary technologies, we help advertisers develop and execute marketing programs that generate measurable results. Advertising.com is a wholly-owned subsidiary of America Online, Inc.

About 2TalkAbout

2TalkAbout.com provides a place for consumers to publish and share their views on brands and products.

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