

Advance Digital Acquires Search Engine Marketing Platform Provider, MatchCraft

Jersey City, NJ. (March 12, 2014) - Advance Digital Inc. announced today that it has acquired the business of MatchCraft, Inc., a leading digital marketing company specializing in search engine marketing solutions for large-scale resellers that service small and medium businesses.

Founded in 1998, MatchCraft provides market-leading technology that is highly scalable and affords its growing list of global clients a completely automated solution to manage tens of thousands of small businesses' search marketing campaigns, regardless of budget size.

"MatchCraft's innovative approach, scalable platform, and established market presence have impressed us for a long time," said Peter Weinberger, president of Advance Digital. "The MatchCraft team continues to develop results-oriented solutions that target key SMB marketing segments, and their focus on exceeding their clients' expectations makes them a vendor of choice. We look forward to supporting their growth and seeing the company thrive as a global market leader in this exciting and rapidly growing space."

"Working with Advance Digital for several years now, it's clear that they are a company that shares our vision for maximizing the value small businesses receive from our local marketing solutions," said Sean Greene, CEO of MatchCraft. "Through investments in product development and human capital, they will help to accelerate MatchCraft's product roadmap and expand our service offerings to our customers. We are excited about being able to bring this expanded product set to our global list of clients."

MatchCraft manages tens of millions of dollars in media spend on an annual basis for an impressive list of clients, including local media providers like Sensis, McClatchy, Eniro, Truvo, DTG and others. MatchCraft operates in 22 countries and 14 languages, and plans to continue expansion into new markets around the globe to significantly grow its client base.

The company will continue to be headquartered in Santa Monica, CA, with its European operations headquartered in Leiden, Netherlands.

Terms of the transaction were not disclosed.

About Advance Digital

Advance Digital, Inc. (www.advancedigital.com), a part of the Advance Local group, is responsible for digital strategy, innovation and development of multiplatform news and information products that enhance the consumer experience across the Advance Local portfolio of brands that include NJ.com, cleveland.com, al.com, OregonLive.com,

NOLA.com and others. Advance Digital is committed to meeting the changing needs of local and national advertisers by delivering strategic and effective marketing solutions across current and emerging platforms. Advance Digital is based in Jersey City, NJ.

About MatchCraft Founded in 1998, MatchCraft is a leading local marketing solutions company with scalable search engine marketing technology that helps local media companies and agencies grow online revenues, improve margins and increase advertiser retention. MatchCraft works collaboratively with clients to define scalable online ad products and quickly implement technical and operational solutions that deliver these products successfully. For more information about MatchCraft and its products and services, visit www.matchcraft.com , call (888) 502-7238, or email info@matchcraft.com.