

PRESS RELEASE

For media inquiries, contact:

Joseph Galarneau, CEO
Email: press@mezzobit.com
Phone: (866) 986-9248

Industry experts support Mezzobit's empowerment of digital enterprises to control audience data

Advisory board comprised of executives from Big Data, advertising technology, media, and financial services

FOR IMMEDIATE RELEASE

New York, NY (June 9, 2014) – Mezzobit, a cloud technology start-up enabling customers to control their Internet data, has announced an inaugural advisory board to provide strategic guidance as the company continues to gain momentum in the marketplace.

“Our customers depend on Mezzobit for help in navigating the complex world of online data and protecting valuable audience assets,” said Mezzobit co-founder and CEO Joseph Galarneau. “In turn, the Mezzobit team will rely on these respected thought leaders and entrepreneurs to provide input on new strategies, products and relationships that can better serve our rapidly growing customer base.”

Mezzobit's platform acts like a firewall for audience data, letting customers control sharing and tracking on web and mobile properties and helping them reclaim billions in lost audience value caused by data leakage. In addition to paid subscription products, Mezzobit also offers the industry's most powerful free system to manage JavaScript data collection tags.

Hailing from the worlds of Big Data, advertising technology, media, and financial services, Mezzobit's seven advisors are:

Jim Hirshfield, head of publisher development for Disqus, has more than 25 years of high-tech sales and marketing experience in emerging technology and media companies. Previously, Jim was the VP of Business Development at Tynt, Zemanta, and 10gen (makers of MongoDB). Earlier, Jim headed business development at Wired and WhoWhere.com, and closed high profile alliances on behalf of Lycos. He received a degree in engineering from Columbia University.

Philip M. Neches is a widely recognized pioneer in Big Data as a founder of Teradata Corporation. He was Chairman of Foundation Ventures, an investment bank serving information technology and life science companies, and a director of Evolving Systems. Previously, Neches was VP and Chief Technology Officer of AT&T's Multimedia Products and Services Group and SVP and Chief Scientist at

NCR. Phil is a Trustee of the California Institute of Technology, where he earned his BS, MS and PhD in computer science.

Chris O'Brien is Everyday Health's SVP and General Manager for its healthcare professional business, and previously headed corporate development. From 2011 to 2012, Chris served as Venture Partner at K2 Labs and Entrepreneur's Roundtable Accelerator, two early-stage incubators in New York City. Prior to that, Chris founded and ran a number of venture-backed companies, most recently Motionbox, which was sold to Hewlett-Packard in July 2010. Chris is a graduate of Brown University.

Ari Paparo, a digital advertising pioneer, is Bazaarvoice's EVP of Product Management, with responsibility for driving the growth of data, media, and advertising products. As a product management leader at Google and DoubleClick, Ari authored the pioneering VAST specification for online video and the online gross ratings point (GRP) model for Nielsen. Prior to Bazaarvoice, Ari was SVP of Product Management for AppNexus, where he launched the digital advertising industry's first apps marketplace and helped the company grow more than 400 percent in 18 months.

Clark Pettit has served as a CEO, board member and senior advisor during his 30 years driving transformation and growth at the intersection of technology and media. Most recently, Clark was President and CEO of American Business Media, the trade association for the business-to-business media and information industry, and was a director of FIPP, the association for the worldwide magazine media industry. Clark founded two companies, currently advises several emerging technology companies, and is Managing Partner of Granite Mountain Asset Management.

Matt Prohaska is an expert in the use of programmatic and emerging advertising technologies for digital publishers, ad tech vendors, agencies and brands. Previously Programmatic Advertising Director for The New York Times, Matt is Principal with Prohaska Consulting, and has advised more than 60 companies on digital sales, marketing, and operational strategies. A serial entrepreneur involved in launching four companies, Matt served as SVP, Media and Data Solutions, for [x+1], and CEO, North America, at video ad network Smartclip (sold in 2011 to Adconion).

Kurt Vandenberg is a longtime technology executive in the financial services industry, and now heads global production operations as Managing Director of BlackRock. Previously, Kurt was CIO at Assured Guaranty and a partner at Capco, a management consultancy where he also served as Chief Operating Officer for its Reuters joint venture offering data management services for trade processing. As an early employee of TIBCO, Kurt led European and North American operations. Kurt received a BS in mathematics and computer science from Marquette University and an MS in computer science from the University of Minnesota.

* * *

About Mezzobit: Named by AlleyWatch as one of the ten hottest early-stage start-ups in NYC, Mezzobit is a firewall for internet data that enables digital marketers and publishers to better control and monetize the Internet audience data. Its free tag management platform, in use by more than 40 leading digital properties, dramatically accelerates website performance while cutting IT maintenance. Mezzobit's data intelligence tool provides visibility and control of third-party data collection and tracking, helping to stem the flow of data leakage that now costs billions each year in lost advertising and sales revenue. Mezzobit also partners with data privacy non-profit DataNeutrality.org to provide the industry's most transparent and trustworthy data governance processes, credibly ensuring its customers that their data and consumer privacy are handled with respect. The company's founders are former digital media and tech executives, with years of experience at KPMG, Newsweek, XM Satellite Radio, and New York Magazine.