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Seasoned Advertising and Privacy Attorney Noga Rosenthal Joins NAI as General Counsel and VP, Compliance & Policy

WASHINGTON, DC – October 2, 2013 – [The Network Advertising Initiative](#) (NAI) today announced that longtime NAI member company representative Noga Rosenthal, formerly senior vice president of 24/7 Media and Media Innovation Group, LLC, has joined the company as general counsel and vice president of compliance and policy. In her role, Rosenthal will assist the NAI in its core mission of reinforcing responsible business and data management best practices through the development and rigorous enforcement of high standards.

Noga Rosenthal is joining the NAI after nearly six years as Senior Vice President, General Counsel at 24/7 Media, where she was responsible for the company's global legal strategy, including corporate, litigation and compliance matters. She worked closely with her colleagues to ensure that users' privacy were taken into consideration when developing and creating new products and also provided online advertising privacy training to employees and clients. Additionally, Rosenthal advised her coworkers on international data protection laws and managed all litigation matters, including coordination with and oversight of outside counsel. For the past three years, Rosenthal has also served as general counsel and senior vice president for Media Innovation Group, LLC.

Prior to joining 24/7 Real Media, Rosenthal served as assistant vice president at Sotheby's, Inc. and as a corporate associate at DLA Piper. She served as a member of the Digital Advertising Alliance's Principles and Communications Advisory Committee, a member of the Legal Affairs Council and Public Policy Council of the Interactive Advertising Bureau and serves as a member of the International Association of Privacy Professionals Education Advisory Board.

Rosenthal brings valuable knowledge of the online advertising world, including emerging technologies, to the NAI. During her tenure with 24/7 Media, Rosenthal was actively involved with the NAI as the company's primary NAI representative, and she also served on the board of directors.

"With online advertising expanding every year and the role of third parties and the technologies they employ highly debated by lawmakers and industry representatives, it is an incredibly important time to be joining the NAI team," says Rosenthal. "As a longtime advocate of the NAI and a member of its board of directors, I believe in its mission and firmly support the work it is doing to uphold the value of online advertising technology providers."

"We are very excited to bring on Noga Rosenthal as another leader and advocate for third parties," says Marc Groman, president and CEO of the NAI. "Noga's leadership in the industry and focus on educating consumers and businesses alike on online privacy will not only help the NAI grow as an organization, but will also further the work we are doing to empower consumers to make more informed choices."

About the NAI

Founded in 2000, the Network Advertising Initiative (NAI) is the leading self-regulatory association comprised exclusively of third-party digital advertising companies. The NAI promotes the health of the online ecosystem by maintaining and enforcing high standards for



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data collection and use for online advertising purposes. The organization also educates and empowers consumers to make meaningful choices about their experience with online advertising through an easy-to-use opt-out mechanism. To learn more, visit <http://www.networkadvertising.org>.

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