

Press Release

IMMEDIATE

**Network Advertising Initiative Announces 2008 NAI
Self-Regulatory Code of Conduct for Online Behavioral Advertising**

YORK, MAINE – December 16, 2008 –

Members of the Network Advertising Initiative, a leading self-regulatory organization for companies in the online advertising marketplace, today announced the culmination of a year-long initiative to enhance its Self-Regulatory Code of Conduct, a set of binding Principles that has governed members since 2001.

“The new 2008 NAI Principles have benefitted greatly thanks to input from a broad set of stakeholders,” said Trevor Hughes, Executive Director of the NAI. “Since we began our redrafting process, we have seen membership in our organization grow substantially, giving us deeper insight into a broader set of market practices. Further, by opening up a draft of our document in April for public comment, we were able to incorporate feedback from external privacy experts and consumer advocates, attorneys, individual businesses and enforcement specialists. The document we have today is far stronger thanks to this process.”

The NAI today also publicized a companion document on its website, which discusses the comments received during its public vetting process and its explanation of how the comments influenced the final revisions to its Code.

“We plan to extend the reach of our Principles to compatible business-to-business online advertising models that are new or developing, through the creation of implementation guidelines,” said Hughes. “The implementation guideline mechanism will allow the NAI to create tailored requirements for those compatible business models, and to provide more guidance on how to apply certain high-level concepts in our Code.”

Also available on its website, the NAI has produced a simplified Roadmap to help depict the operation of its Code to behavioral advertising specifically.

The Board of the NAI unanimously approved the 2008 NAI Principles. The NAI sees this document as an important work product that will contribute to the ongoing productive dialogue undertaken by other industry groups working on these issues.

About the NAI

The NAI (Network Advertising Initiative) is a cooperative of online marketing companies committed to building consumer awareness and reinforcing responsible business and data management practices and standards. As increasingly sophisticated online advertising technologies evolve, consumer concerns about their impact on online privacy mount. The NAI



meets these concerns with effective industry self-regulation and sensible protections for consumers. To learn more, visit www.networkadvertising.org.