

Leading Search Advertising Networks Team with Click Forensics to Improve Traffic Quality

Broadspring, Selects Click Forensics Technology to Filter Bad Traffic from Client Campaigns

AUSTIN, Texas – June 20, 2008 – [Click Forensics](#), Inc., the leading provider of traffic quality management solutions, today announced that [Broadspring](#) is the latest top ad networks to team with Click Forensics to improve Pay Per Click (PPC) traffic quality for search marketers. As part of the agreements, the companies are using Click Forensics technology to filter out poor quality PPC traffic before it affects client ad campaigns, resulting in better performance for online advertisers.

“Click Forensics continually scrubs out the low-quality traffic our advertisers want to avoid in their search marketing campaigns,” said Vinay Jatwani, CEO of Broadspring, Inc., a leading interactive marketing and distribution company. “This means clients eliminate click fraud and reduce other forms of bad traffic, which translates into better campaign results and an improved return on advertising spend.”

The Click Forensics for Publishers & Ad Networks solution uses patent-pending heuristics to measure and score traffic quality. With real-time monitoring, Click Forensics provides continuous updates on sites that are sources of poor quality traffic and click fraud so that ad network clients can protect their advertisers’ campaigns.

“As advertisers demand better performance from their search dollars and publishers demand higher fees for their premium inventory, only those ad networks delivering the highest quality traffic will succeed long-term,” said Paul Pellman, CEO of Click Forensics. “We’re helping ad networks by giving them an easy way to stay on top of traffic quality for their clients and manage relationships with their best publishers.”

Using patent-pending analytics with conversion and session data tracked from live advertising campaigns across various search engines, content networks and publisher sites, Click Forensics for Publishers & Ad Networks continuously identifies sources of click fraud and poor quality traffic. The information is updated for clients in real-time and delivered via a simple browser-based interface so intelligent filtering decisions can be made.

For more information on Click Forensics, visit www.clickforensics.com.

About Broadspring

Broadspring, Inc. is a “new media” interactive marketing and distribution company driving sales through online direct response, traffic management and creative advertising.

The company has a unique combination of popular Internet properties and results-driven

product marketing and e-commerce businesses. Broadspring is privately held with corporate offices located in Irvine, California.

About Click Forensics, Inc.

Click Forensics is the leading provider of PPC traffic quality management and click fraud prevention solutions that help online advertisers and publishers stop click fraud and improve search marketing campaigns. The company also publishes the Click Fraud Index™, the top independent source of industry click fraud data. Click Forensics is headquartered in Austin, Texas, and is privately held with funding from Sierra Ventures, Austin Ventures and Shasta Ventures. More information on Click Forensics and its offerings is available at www.ClickForensics.com.

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