



## CPX Interactive Expands Footprint to Include NYC Office

*Online ad network, CPX Interactive, expands global office footprint, opens Manhattan office to better engage interactive ad agencies*

New York, NY—June 18, 2009—Progressive [online ad network](#) and global marketing company, CPX Interactive has opened a full service hub in New York City. The Manhattan office, located at the top of Silicon Alley at 23<sup>rd</sup> Street and 6<sup>th</sup> Avenue, is the most recent addition to a list of offices that includes the company's Westbury, NY headquarters, West Coast presence in Los Angeles, CA, and three international offices in Spain, Italy, and Turkey.

Until recently, CPX Interactive had maintained a satellite office in New York City, which allowed the various sales teams to share time between Manhattan and the Westbury corporate headquarters. The new office will be a permanent home to corporate Marketing, Business Development and Publisher departments, as well as to the East Coast advertising sales team. The move is a response to a growing need for these teams to more directly engage the large number of digital agencies in New York.

CPX Interactive President and COO, Rob Rasko explains, "While the Long Island headquarters was able to serve the needs of our partners located in NYC, the ongoing development of our Brand business has increased the need and reason to be physically closer to decision makers in the agencies that handle the high profile Brand clients. Of course, we are proud to be able to take this step at a time when many other in the space are being forced to down-size their staffs and resources."

The move is in line with others the global ad network has made to better serve today's Brand advertisers. Traditionally known as a '100% fill' distribution-focused ad network, in 2008, CPX Interactive took the progressive step of developing a multiple product offering that speaks to the diversity of online advertisers. In order to be able to provide them with a one-stop solution for all of their needs, the company split its network into Reach, Content and Premium categories.

### **About CPX Interactive:**

As a progressive online ad network and global marketing company, CPX Interactive is redefining the online advertising landscape. By layering the development and execution of cutting edge online strategies on top of its own global distribution model, CPX ensures advertisers success on any metric while efficiently monetizing 100% of its publishers' inventory, from premium to remnant.

CPX Interactive delivers more than 30 billion impressions to more than 200 million unique users in more than 60 countries every month, and has recently been named the [6<sup>th</sup> fastest growing privately held advertising/marketing company](#) in the US by Inc. Magazine.

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