

Tuesday, October 6th, 2009

For Immediate Release

Ad-Juster, Inc. names Jesse Poppick to the position of Vice President of Business Development.

Ad-Juster, Inc. has named Mr. Jesse Poppick to the position of Vice President of Business Development. Before joining the Ad-Juster Inc team, Mr. Poppick co-founded Ad Operations Interactive (AOI) in 2002. In 2009, as President of AOI, Mr. Poppick inked the deal that made AOI the exclusive global reseller of the Ad-Juster 3rd party reporting tool. "Working with Jesse has and continues to be a great experience", says Mike Lewis, President of Ad-Juster Inc. Since January 2009, Mr. Poppick has helped to build a client list for Ad-Juster Inc., that includes: Pandora, Conde Nast Digital, LinkedIn, Gawker, KBB.com, Business Insider, Weather.com, and Federated Media.

As part of Mr. Poppick's new position, AOI will no longer be a reseller of Ad-Juster products and services. "After serving at the helm of AOI for seven years, I am very excited to be a part of the Ad-Juster movement. There is nothing else like Ad-Juster in the market today - I only wish I had Ad-Juster when I was a trafficker." Before starting AOI, Mr. Poppick held positions at Lupine Logic, Inc., Real Media, and Cyber Dialogue, Inc. In the spring of 2006, MTV Networks hired Mr. Poppick as Senior Training Manager of Digital Ad Sales Systems. In the fall of 2007, Mr. Poppick went on to found TraffickWorks Consulting, which worked with clients that include BET.com, BusinessWeek.com, and Kaboose.com.

"I am looking forward to a great 2010 - and beyond - for Ad-Juster and all our current and future clients" adds Mr. Poppick.

More information about Ad-Juster can be found at: www.ad-juster.com

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