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Fivia and Ad-Juster Sign Partnership Agreement.

Ad-Juster, Inc. and Fivia SA, have signed a partnership agreement allowing Fivia clients to use Ad-Juster's third party delivery data collection service to automatically load third party numbers into Fivia products for billing reconciliation and discrepancy management.

"The demands of Internet advertising cross all boarders and Fivia and Ad-Juster have joined forces to meet those demands", says Jesse Poppick, VP of Business Development for Ad-Juster, Inc., "Together, Fivia and Ad-Juster can provide top-tier improvements to the work-flow of publishers, agencies and networks."

"Fivia is very happy to be able to offer Ad-Juster data directly into AdFront, our première order management system," adds Fivia Co-Chief Executive Officer Geoffroy Guena. "The AdFront platform is the only order management solution that addresses the needs of multi-national businesses, providing multi-currency capability and multi-language capability. Adding Ad-Juster 3rd party data as well, sets a new bar in the order management marketplace".

The partnership is non-exclusive, but it does give publishers who are already using Ad-Juster and AdFront an immediate benefit from data integration. Existing Fivia clients will be offered a discount on Ad-Juster, when they become new Ad-Juster clients. Both companies are looking forward to broadening the reach of critical data throughout the international digital advertising ecosystem.

About Fivia

FIVIA SA is the oldest provider of automated inventory, order and billing management software for the media / advertising industry. AdFront, the result of over +10 years of research and development, is the most powerful software solution on the market for workflow automation, contract and financial management - designed specifically for the needs of Internet advertising. See www.fivia.com for more information.

About Ad-Juster

Ad-Juster is the world's only third party reporting and discrepancy management tool. Ad-Juster automatically pulls delivery data from all third parties into one report: totally eliminating time spent collecting this data manually. Ad-Juster also automatically identifies and reports ad delivery discrepancies – helping manage one of the digital ad world's most painful problems. See www.ad-juster.com for more information.