



EQ Ads Grows Audience Base with Integration of Bootcamp Media

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EQ Advertising Group (EQ Ads), a subsidiary of Cyberplex, Inc. (TSX:CX), and leader in audience targeting and media optimization solutions today announced the formal integration of The Bootcamp Media network.

EQ Ads provides targeting on web sites through various methods including re-targeting, behavioral profiles, and a proprietary content categorization system (semantic targeting). “EQ Ads relies on inventory and user profile information from various partners including Ad Exchanges, networks, owned and operated sites, and other 3rd party data providers. With the integration of Bootcamp Media, EQ now adds over 1,000+ high performing sites into its network.” stated David Benoliel, GM at EQ Ads.

Bootcamp Media was acquired by EQ Ads in 2010 with the aim of leveraging Bootcamp’s deep publisher relationships and ad operations expertise. Prior to the integration, Bootcamp delivered campaigns using a 3rd party ad serving platform with little connectivity into other inventory sources, and with limited targeting capabilities. Now, as part of the EQ audience network, Advertisers can access the same great publishers but with advanced targeting and fully automated media optimization provided by EQ Ads.

“Our vision is to provide the best targeting, optimization, and client services capabilities for our Agency clients. Bringing Bootcamp Media aboard is another step toward making that vision a reality.” continued Mr. Benoliel. As part of the formal integration, the sales and client services operations will operate as EQ Ads.

About EQ Ads

EQ Ads is a unique audience network and targeting platform that helps Advertisers engage with consumers in more effective and efficient ways. EQ Ads features a brand-safe display network of Comscore 500 premium video, mobile and web properties; deep audience targeting including 150+ behavioral profiles, re-targeting options, and our proprietary content classification engine; and fully automated media optimization powered by the award winning Infer™ RTB Optimizer engine.

Whether your goal is to drive more page views to a site, or generate more qualified leads - EQ Ads will deliver results.

For more information, visit www.eqads.com or email inquiries to info@eqads.com.

Forward Looking Statements

EQ Advertising Group (EQ Ads) is a subsidiary of Cyberplex, Inc. (TSX: CX). This news release may contain forward-looking statements that are based on management's current expectations and are subject to known and unknown uncertainties and risks, which could cause actual results to differ materially from those contemplated or implied by such forward-looking statements. Cyberplex is under no obligation to update any forward-looking statements contained herein should material facts change due to new information, future events or otherwise.

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