



MediaTrust Announces RSS Reader Widget

widgetQube Allows Advertisers to Leverage the Power of RSS Marketing

SAN FRANCISCO – April 24, 2007 – ad:tech 2007 – MediaTrust, Inc. today announced widgetQube, an interactive virtual desktop accessory that allows users to view news from Web sites and blogs without having to launch a browser.

For users, widgetQube allows easy access to news headlines and brief story summaries from the within the widget. Users can click out to the Web to read the full story or to collect more information. widgetQube is preloaded with a default set of categories and RSS feeds that cover a broad range of interests, and allows users to import personal RSS feeds from favorite Web sites and blogs and to organize them into custom categories.

For advertisers, widgetQube provides access to a well informed audience in an environment that is non-interruptive to their online activities. widgetQube leverages the Advario ad platform and enables advertisers to make use of the power of RSS marketing to reach users that are not actively browsing the Web. widgetQube has a limited number of advertisements available within each category, so ads are targeted, relevant and informative. Advertising on the widgetQube exposes key messages to multiple platforms, multiple operating systems and a multiple of advertising marketplaces.

“RSS is quickly becoming the ‘broadcast signal’ of our era. More and more applications are adopting RSS as a standard way of transmitting syndicated content,” said MediaTrust Chief Technology Officer, Joseph Matheny. “In addition, widgetQube provides advertisers with an additional way to reach users that prefer receiving a quick and efficient snapshot of news over the distraction of surfing the Web.”

Users running Google, Windows, Macintosh and Flash platforms can download the free RSS news headline widget at www.widgetqube.com.

About MediaTrust

MediaTrust (www.mediatrust.com) is an online marketing services company comprised of AdValiant, an affiliate performance network, and AdVario, a proprietary ad-serving technology. MediaTrust offers a 'one-stop-shop' for technology and services across all online marketing channels including: affiliate and search marketing, contextual and display advertising, lead generation, e-mail marketing, proprietary ad-serving technology, mobile marketing, data management, Web publishing, list management, and RSS marketing. MediaTrust's experienced marketing services organization ensures that each media campaign is uniquely customized for each advertiser and publisher.

MediaTrust delivers real-time, relevant, and intelligent performance-based online marketing campaigns that create awareness, generate leads, drive sales, and retain customers.

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