



MediaTrust Debuts bookQube

Social Network for Book Enthusiasts Features e-books from ebrary

NEW YORK and PALO ALTO, Calif. -- November 5, 2007 -- Today at ad:tech New York 2007 (booth #830), MediaTrust, Inc. in partnership with ebrary®, debuts the private beta version of bookQube: a vibrant online social network that allows book enthusiasts to view, read, purchase, network, review and discuss books.

bookQube was built by MediaTrust on top of proprietary technology that allows Web sites to incorporate social networking, and make recommendations for relevant content, users and ads. bookQube connects its users with relevant book reviews, blogs, discussions and recommendations and supports the OpenSocial standard. Users can also be introduced to other book enthusiasts with common interests and behaviors, and may be invited to relevant book discussions, clubs and groups.

bookQube's Virtual Bookshelf feature will allow users to browse ebrary's specially developed e-book collection, and subscribe to titles of interest. Each bookQube user is provided the tools to share thoughts and opinions on favorite titles, authors, publishers and subject categories. They may also create or join private book clubs, or participate in public book groups.

"We are pleased to partner with ebrary, a leading e-book and technology provider, to bring high-quality content to bookQube members," said Joseph Matheny, chief technology officer, MediaTrust. "We are combining ebrary's world class content with MediaTrust's smart recommendation and social networking technology to deliver a fun and productive online network for book lovers around the world."

"At ebrary, we are constantly looking for new opportunities to deliver value to both end users and electronic content," said Christopher Warnock, CEO and co-founder of ebrary. "Collaborating with MediaTrust on bookQube, offers both our users and our publishers the ability to explore the potential of a powerful social network with authoritative content in a manner that is mutually beneficial to the user, the publisher and the author of the works permitted to participate in this network."

About MediaTrust

MediaTrust (www.mediatrust.com) is an ecosystem of online media properties. MediaTrust combines innovative interactive media and advertising technology with human service and expertise. Companies that choose MediaTrust benefit from relevant and intelligent online campaigns that deliver higher ROI and greater success in acquiring customers, creating brand awareness, generating sales and driving traffic.

MediaTrust is comprised of Advaliant, a performance-based affiliate marketing network, Advario, a proprietary ad serving platform, leading-edge media technologies and the MediaTrust Integrated Solutions Group (ISG). The ISG is comprised of specialists that analyze customer needs and build custom performance-based campaigns that optimize returns for each advertiser and publisher.

About ebrary (www.ebrary.com)

ebrary® is a leading provider of eContent services and technology. The company helps libraries, publishers, and other organizations disseminate valuable information to end users, while improving end-user research and document interaction.

The company has developed a flexible eContent platform, which customers may use in a number of different, integrated capacities: ebrary customers may purchase or subscribe to eBooks and other content under a variety of pricing and access models, and they may license the ebrary platform to distribute, sell, and market their own content online. All options are delivered using a customizable interface and include the ebrary Reader™ with InfoTools™ software, which enable integration with other resources to provide an economical and efficient way to utilize information.

ebrary currently offers a growing selection of more than 150,000 eBooks and other titles from more than 260 leading publishers and aggregators.

For four consecutive years, ebrary has been named to the EContent 100 list of “companies that matter most” in the digital content industry.

Founded in 1999, ebrary is privately held and is headquartered in Palo Alto, CA, USA.

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