



Forum Foundry, Inc.



For Immediate Release

PostRelease Partners with Forum Foundry, Adding iPhone, Video Game, ATV, Motorcycle, Photo, Other Forums to Network

Advertisers Can Reach Enthusiasts in Forum Foundry's Highly Targeted Online Communities Using Clearly-Labeled Sponsored Posts

LONG BEACH, Calif. (Nov. 2, 2009) – Giving advertisers a highly targeted way to reach enthusiasts of the iPhone, video games, ATVs, motorcycles, photography and even parrots, PostRelease® (www.PostRelease.com) today announced that Forum Foundry, Inc. (www.ForumFoundry.com) has added 27 of its forums to the PostRelease forum network.

Beginning immediately, companies with messages relevant to these highly targeted online communities can set up a campaign to insert clearly labeled sponsored posts into targeted online forum discussions.

PostRelease is automated but audited – all posts are reviewed to ensure the content is relevant to the discussion topic. It is this quality control that makes PostRelease so effective: in its year-long beta, PostRelease click-through rates averaged 33 percent, with highs reaching nearly 90 percent.

“PostRelease is the first revenue stream we considered when looking into monetizing our forum communities,” said John Gonzalez, Forum Foundry owner. “Each of our forums offers advertisers a dedicated audience of people who are enthusiastic about particular products or activities. PostRelease provides an efficient and effective advertising solution that enhances the user experience while driving extremely high response rates for advertisers.”

“PostRelease enables forum owners and advertisers to connect with each other in a way that benefits the forum owner, the advertiser and the forum user,” said Justin Choi, founder and president of Cie Studios, creator of PostRelease. “Forum owners receive relevant content and a plug-in revenue stream, while advertisers can share information about their company, product or service to a hyper-targeted audience in a way that is not intrusive and can actually enhance the discussion. We’re pleased to add Forum Foundry’s sites to our growing network of forums.”

PostRelease helps companies reach targeted audiences at the point where opinions are being formed and buying decisions made.

PostRelease posts can include text, pictures, hyperlinks and links to video. The posts are clearly marked as from PostRelease, and they remain in the lead position (toward the top of the post list page) of selected forum discussion categories for seven days. Once released from the top position, the post remains part of the forum discussion. These posts are archived as forum content, so they continue to generate responses long after a campaign ends.

According to an analysis of PostRelease results over the past year, the effectiveness of individual posts increases over time — with response rates growing as much as 70 percent six months later — because people can discover those posts directly from search engines.

Among the Forum Foundry forums added to the PostRelease network:

BigRedForums	KawieRiders	RhinoForums
BlueTraxx	KFX450HQ	RZRForums
Can-AmForums	LTR450HQ	SuzukiATVForums
Can-AmUTVForums	Motorcycle-Journal Forums	TalkiPhone
CBRXX	ParrotForums	TeryxForums
DS450HQ	PolarisATVForums	ThePhotoForum
FireBlades	ProwlerForums	TRXForums
GrizzlyCentral	PS3Chat	USMessageBoard
HondaATVForums	RedlineUTVForums	WiiChat

About PostRelease

PostRelease® (www.PostRelease.com) is the first effective solution for online forum advertising and influencing word-of-mouth forum discussions. It enables companies to insert sponsored posts into targeted online forum discussions. PostRelease empowers marketers to become part

of the conversation in forums, at a time when opinions are being formed and purchase decisions are being made. PostRelease was created by Cie Studios, a digital media lab based in Long Beach, Calif.

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