



THE ENGINE OF CHANGE



(Austin, Texas. October 12, 2007), **ADRevolution**sm, formerly Progressing Markets, is proud to announce today its new company name and the launch of its new website www.adrevolution.com. The company has rapidly evolved from its original focus on providing email solutions for advertisers and publishers, to its new business model based on its ground breaking software solution, the heart of which is the Natural Intelligence Marketing Engine, or NIME. NIME is the first-ever ad-serving platform to seamlessly integrate personalized targeting and personalized content rendering into a fully operational solution that serves ads through any digital media. NIME functions seamlessly with rich media such as video and mobile as well as with email, RSS and podcasts.

As **ADRevolution**sm, the company will continue to provide its industry-leading email delivery services but using NIME, will now be able to offer far greater reach and advanced personalization to its advertiser and publisher partners and customers. **ADRevolution**sm's NIME engine is functionally efficient, with the ability to rapidly take on new media formats as they become available. For example, proof of concept for intelligent display advertising was achieved in only three man days.

ADRevolutionsm is the engine of change. Its revolutionary software solution will transform the existing business models of advertisers and publishers for all digital media. Using entirely new software algorithms, **ADRevolution**sm takes the promise of Blue Lithium, Tacoda and Revenue Science and realizes the true potential of maximizing revenue from digital advertising.

www.adrevolution.com

Contact our sales department today!

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Industry Leading Accreditation

