



FOR IMMEDIATE RELEASE

Google's Former Product Director Joins the Board of MarketShare Partners

LOS ANGELES, Calif., July 28, 2008 – Leading marketing sciences firm MarketShare Partners (MSP) officially announces the appointment of Gokul Rajaram to its board.

Rajaram joins MSP's board after nearly five years at the helm of Google's AdSense product management team. Heralded as the "godfather of Google AdSense," his extensive experience in the online advertising industry will be instrumental as MSP rolls out its breakthrough automated marketing mix and modeling tools to the marketing industry.

"My professional passion has been around optimizing marketing effectiveness and driving ROI via our efforts at Google. MarketShare Partners has created unique breakthrough tools around automated marketing mix that are unprecedented," said Gokul Rajaram. "MSP's solutions will drive massive change in the industry and I'm excited to be part of the team."

"MarketShare Partners is very pleased to have Gokul join our board," said Wes Nichols, Managing Partner of MarketShare Partners. "We became friends through our work with Google and have been impressed with his visionary perspective of where this industry is moving. He will be instrumental at helping MSP become the authority in this rapidly expanding field of marketing effectiveness."

Rajaram most recently served as Product Management Director for Google AdSense. He worked at Google from January 2003 to November 2007, helped conceive and crystallize AdSense in early 2003, and played a key role from its launch to its growth into a multi-billion dollar product line. He also helped drive a number of Google's acquisitions, including DoubleClick, AdScope, and dMarc. Earlier in his career, Rajaram worked as a technical architect at Juno Online, where he developed the back-end



advertising system that drove much of Juno's revenues and helped it go public in 1999. Rajaram has an M.B.A. from MIT Sloan, a M.S. in Computer Science from UT Austin, and a BTech in Computer Science from IIT Kanpur where he received the President's Gold Medal for being Class Valedictorian.

MarketShare Partners is the leading marketing sciences firm focused on strategic models and tools that drive resource allocation optimization, marketing ROI and effectiveness. Serving global brands – including nearly half of the Fortune 50 - from seven locations, MSP is expert at developing dynamic and econometric models to quantify interactions between all business drivers that impact revenue - not simply marketing or media drivers and well beyond simple media mix modeling. MSP has also developed a suite of advanced expert systems for small and medium business, media companies and marketing agencies, helping guide better decision-making through the latest in marketing science. Find out more at www.marketsharepartners.com

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