



HOT from KOCH
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Immediate Release

FOX Business Network Procures Internet Prodigy, Gurbaksh Chahal

Los Angeles, CA (November 6, 2007) ~ Online entrepreneur and shockingly accomplished prodigy **Gurbaksh Chahal**, will appear on the new FOX Business Network (hosted by David Asman) on Tuesday, November 6, at 3PM ET. **Chahal** expounds upon his recent successes, his evolution into one of the youngest, most highly sought after and flourishing entrepreneurs in the game, as well divulge his future goals and reveal some promising plans ahead.

At just 25-years-old, he sold his second successful online business venture, BlueLithium, to Yahoo! for a staggering \$300 Million CASH. At only 18, **Chahal** sold his first successful online business ValueClick to ClickAgents for \$40 Million in stock, becoming a teenage multi-millionaire. *That's a value worth clicking!*

Exuberant, handsome, bold, and as innovative as he is exceedingly gifted, **Chahal** has already joined the elite ranks of such esteemed online entrepreneurs Bill Gates, Larry Page and Sergey Brin. So accomplished and at such a young age, **Chahal** has already achieved more than most hope to in a lifetime. *And he's just getting started.*

BlueLithium has evolved into one of the most widely embraced and rapidly expanding online global advertising networks, establishing **Chahal** as the youngest, brightest and most precocious entrepreneurs in the trade.

Fox Business Network, launched to nearly 30 million households on October 15, is latest business development for media mogul Rupert Murdoch. The network was created in an effort to enrich and enhance the current business news audience with up-to-date business coverage, complete with power player interviews in today's business world-making **Chahal** an obvious and intriguing frequenter for the new network.

For more information on Gurbaksh Chahal, please visit www.chahal.com. To coordinate an interview, please contact Eileen Koch @ Eileen Koch & Company, 310.441.1000 or e-mail at eileen@eileenkoch.com. Please visit www.eileenkoch.com.



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**INTERNET ENTREPRENEUR GURBAKSH CHAHAL
ECLIPSES COMPETITION IN CYBERSPACE**

Los Angeles, CA: (September 12, 2007) ~ Gurbaksh Chahal isn't just another data superhighway opportunist; he's a prodigy. Joining the ranks of Internet pioneers Bill Gates, Mark Zuckerberg, Larry Page and Sergey Brin, **Chahal** has been garnering recognition for his vision since he was a teenager. Having recently sold his revolutionary business, BlueLithium—one of the largest and fastest growing online global advertising networks—to Yahoo! for a staggering \$300 million, **Chahal** has established himself as one of the youngest, brightest and most successful entrepreneurs in the trade. His genius has amassed over \$100MM in net worth and become an international inspiration. And he's done it all by his twenty-fifth birthday.

Born in the town of Tarn Taran, in Punjab, India, **Chahal** immigrated about twenty years ago with his family to the United States. Coming from an exceedingly strict, disciplined background where education was paramount, **Chahal** always displayed a particular potential and an intellectual aptitude far beyond his years. Embodying an ideal mixture of modesty, ambition, creativity and will that has so consummately served him in his zealous endeavors, **Gurbaksh Chahal** was destined for success.

At 16, with a burgeoning entrepreneurial spirit, **Chahal** founded his first online venture, ClickAgents. Within two years, ClickAgents went on to merge with ValueClick, the largest online advertising network in existence at the time, at an all-stock deal valued at \$40 million dollars.

After the merger, he boldly left ValueClick with the vision of creating the largest advertising network in the world. In a mere four years, BlueLithium has achieved that goal, not only rivaling, but, with this merger, surpassing Internet powerhouses Google, AOL, and VCLK. With such highly esteemed success, **Chahal** has become an acclaimed speaker and expert in the interactive marketing world. His oracular ability to anticipate the demands of an ever-changing market has ensured his risk-taking success.

This year BlueLithium made the OnHollywood 100 List (most important companies in video, digital entertainment and media), and was named Top 100 Private Companies in America—for three consecutive years. In 2006, BlueLithium was named Top Innovator of the Year by venture organization, AlwaysOn. BlueLithium is the first and only advertising network to ever earn the award.

Chahal is one of the most experienced and successful CEOs in interactive marketing. Keep your eye UP ON THE SCREEN for **Gurbaksh Chahal!** ~ <http://www.bluelithium.com> ~ <http://www.chahal.com>

For more information and or to interview **Gurbaksh Chahal**, please contact Eileen Koch @ Eileen Koch & Company, 310.441.1000 or e-mail at eileen@eileenkoch.com. Please visit www.eileenkoch.com.



Yahoo! Announces Agreement to Acquire BlueLithium

Important Next Step in Yahoo!'s Mission to Lead the Transformation of How Advertisers Connect To and Engage With Their Customers

SUNNYVALE, Calif. & SAN JOSE, Calif.--(September 4, 2007)--Yahoo! Inc. (Nasdaq:YHOO), a leading global Internet company, today announced that it has entered into a definitive agreement to acquire BlueLithium, one of the largest and fastest growing online global ad networks that offers an array of direct response products and capabilities for advertisers and publishers. Under the terms of the agreement, Yahoo! will acquire BlueLithium for approximately \$300 million in cash.

"BlueLithium's products, technology and team will be an integral part of our drive to build the industry's leading advertising and publishing network," said Jerry Yang, chief executive officer, Yahoo! Inc. "This acquisition will extend our ability to deliver powerful data analytics, advanced targeting and innovative media buying strategies to our customers, who are increasingly looking for these insights. By leveraging BlueLithium's complementary expertise and tools, we will be able to better address the needs of our performance-based display advertisers and enhance the value of our publishers' inventory."


The addition of BlueLithium is the logical next step in creating the largest and most effective online ad network globally, which includes inventory on Yahoo!'s owned and operated properties, the Yahoo! Publisher Network, and the Right Media Exchange. According to comScore Media Metrix, BlueLithium is the fifth largest ad network in the US and second largest in the UK with 145 million unique visitors each month.

"We believe that Yahoo! is the ideal home for BlueLithium, as we share a common goal of providing both advertisers and publishers with high quality inventory and the essential targeting and analytical tools that are necessary to reach the right consumers at the right times," said Gurbaksh Chahal, founder, chairman and chief executive officer for BlueLithium. "We are extremely excited about becoming a part of the Yahoo! network and believe that together, we'll have the opportunity to shape the future of the online advertising industry."

The combination of BlueLithium's assets and relationships with Yahoo!'s overall ad network will give advertisers access to powerful data analytics, advanced targeting, and innovative direct-response buying strategies across a broad range of high quality inventory. BlueLithium's product capabilities include: audience targeting based on consumer interests; remarketing ads to consumers across the Web who have interacted with an ad or web page; custom segmentation; spot buying capabilities to extend reach and frequency against a marketer's target audience.

Publishers will have greater access to advertising budgets through Yahoo!'s sales force and through the Right Media Exchange, where BlueLithium will be an active participant. Additionally, BlueLithium provides media buying expertise that is complementary to the Yahoo! Publisher Network, enabling Yahoo! to further extend the reach and frequency of the quality audience advertisers have come to expect.

"The combination of BlueLithium's network and Yahoo!'s engaged audience will provide an unprecedented buying opportunity across what we believe will be one of the world's leading online display ad networks," said Susan Decker, president, Yahoo!. "And BlueLithium's expertise in network management will better enable Yahoo! to manage supply and demand across our network, by balancing advertiser goals with publisher value. Building on our acquisition of Right Media, this transaction demonstrates our commitment to increasing our investments in areas which can most contribute to Yahoo!'s long-term success."



BlueLithium will become a wholly-owned subsidiary of Yahoo!. CEO Gurbaksh Chahal will remain with BlueLithium for an interim period through the integration. The transaction is subject to customary closing conditions, including regulatory approval. It is expected the transaction will be completed in the fourth quarter of 2007.

About BlueLithium

With offices in San Jose (HO), London, Paris, New York, Los Angeles, Boston, San Francisco, Chicago, Boston, Atlanta and Belarus, BlueLithium is the leading data-driven performance marketing company, using data from 145 million consumers worldwide, sophisticated analytics and advanced ad targeting technologies to create value for both publishers and marketers. Founded in 2004, the company was named 2006 Innovator of the Year by AlwaysOn and has been named one of the top 100 private companies in America for three consecutive years. For more information, visit www.bluelithium.co.uk

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo's mission is to connect people to their passions, their communities and world's knowledge. Yahoo! is headquartered in Sunnyvale, California.

This press release contains forward-looking statements that involve risks and uncertainties concerning Yahoo's proposed transaction with BlueLithium (including without limitation the statements contained in the quotations from management in this press release), as well as Yahoo's strategic and operational plans. Actual events or results may differ materially from those described in this press release due to a number of risks and uncertainties. The potential risks and uncertainties include, among others, the possibility that the transaction will not close or that the closing may be delayed; and that the anticipated benefits to Yahoo!, advertisers and publishers may not be realized. More information about potential factors that could affect Yahoo's business and financial results is included under the captions, "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in the Company's Annual Report on Form 10-K for the year ended December 31, 2006 and Quarterly Report on Form 10-Q for the quarter ended June 30, 2007, which are on file with the SEC and available at the SEC's website at www.sec.gov.

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Yahoo Expands Online-Ad Reach

September 05, 2007

Kevin J. Delaney

Yahoo Inc. agreed to acquire closely held online-advertising company BlueLithium for about \$300 million as the Internet giant tries to expand its ad reach beyond its own sites.

BlueLithium, founded in January 2004, operates what is known as an online-advertising network. It buys graphical-display ad slots, such as banners, on about 1,000 sites owned by other Web publishers and resells the slots to advertisers.

The purchase -- which follows a wave of online-ad acquisitions by Yahoo and rivals Google Inc. and Microsoft Corp. -- is part of the Internet company's push to increase the number of places where advertising it sells appears. Yahoo is hoping such ad sales outside its own sites will help boost its ad-revenue growth as advertisers look beyond the big portal sites. It cited disappointing revenue from display ads in announcing a 2.3% drop in second-quarter profit in July.

"With our goal of creating the largest global ad network, this really moves us along the continuum," said Todd Teresi, senior vice president of the Yahoo Publisher Network, which handles relations with partner sites that carry ads brokered by Yahoo.

BlueLithium, of San Jose, Calif., which has 120 employees and declines to disclose its revenue, had previously planned to hold an initial public offering early next year. The company uses so-called behavioral-targeting technology, which allows advertisers to have their ads displayed to groups of consumers based on their online activities, such as individuals whose Web surfing suggests they are researching a car purchase.

Yahoo said data collected for such behavioral targeting will span its own sites and those on BlueLithium's network. It played down consumer-privacy concerns, saying the data collected would be used to display advertising more relevant to users in a way that respected their trust in Yahoo. The company said users will be allowed to opt out of the sharing of such behavioral data across Yahoo and BlueLithium's ad network.

Yahoo said BlueLithium will also bring additional tools for so-called performance-based advertisers, whose spending Yahoo says it hasn't sufficiently tapped. Such advertisers often allocate their ad dollars based largely on what given ads yield in terms of sales rather than looking for a more general improvement in perception of their brands.

Yahoo in April had paid \$680 million for the remaining 80% of online-advertising exchange Right Media Inc., following a 20% stake it bought in October, as part of the strategy of expanding its advertising reach to other sites.

MediaPost PUBLICATIONS

Online Advertising Future: Automation Or Data?

MediaPost Publications

by Gurbaksh Chahal, May 24, 2007

The past 24 months have been some of the best in the history of online ad networks. All the leaders in the space have been growing rapidly, and that growth has culminated in some stellar M&A deals. But what will happen to the future of display advertising?

That's what many are asking now that a new model has entered the online ad industry.

Open ad exchanges automate the buying and selling of bulk online ad inventory. By allowing networks, agencies and marketers to bid on inventory, the exchanges promise to introduce efficiency and automation to the digital world of media sales.

The acquisition of DoubleClick with their ad exchange and the acquisition of the Right Media exchange by Yahoo seem to validate that the industry is looking for this solution.

However, the problem with exchanges isn't what they do, it's what they can't do. And that is add value.

Ad exchanges simply out-arbitrage the arbitragers. Instead of a publisher selling remnant ad space to a network who sells it to a marketer, they list it on an exchange where it gets picked up by an agency or a network.

In either case, the exchange is simply playing the role of an arbitrage-model ad network--turning cheaper inventory into more expensive inventory without fundamentally adding any value to the inventory itself. In essence, an open exchange becomes just an "automated intermediary."

Automating legacy processes to make them cheaper and more efficient is nothing to be ashamed of. It's part of the maturation process of every industry. But in my eyes, it's not the future of online advertising.

The future of online marketing lies in making graphical display ads and video perform as effectively for marketers as search marketing has. And the key to that is data.

If you're looking for a marketplace that works--search is the best model to look at. Marketers are essentially bidding on "data"--in this case keyword data--to create an economic marketplace that ties them together with consumers.

Every time you search, you're telling marketers exactly what you're interested in at that very moment. That's why search ads are so targeted and perform so well. What many people don't realize is that by merging behavioral and other data sets with real time analytics and sophisticated targeting, we can now achieve that same level of performance with display ads.

For marketers, application of this data often improves bottom-line campaign results by 10x or more over contextual targeting and means they can enjoy search-like performance across a wide swath of the Web.

For publishers, applying advanced data can triple the value of their display ad inventory.

For the handful of "next-generation," targeted ad networks capable of adding this type of value to inventory, it means we hold the keys to a market that's potentially five times the size of the search market, measured by total available ad impressions.



Connecting the Marketing Community

Social Networks: Niche vs. MySpace

May 07, 2007

By Gurbaksh Chahal

BlueLithium's CEO explains why brands and their agencies should consider niche social networks to reach a targeted audience.

When MySpace emerged victorious from the social network battle royale, marketers saw a new channel to reach an astoundingly large online audience. But while the massive reach of MySpace has proven a boon for dating sites and wireless carriers, brand marketers are still coming to grips with how best to leverage the power of social networks. Beyond providing broadcast-size audiences at a fraction of the price, some are discovering that social networks provide brand engagement at a deep level. But it's not necessarily the household name social networks that are best suited for this role.

Quantity v. quality

2007 is seeing the rise of the niche network. As noted by LeeAnn Prescott, director of research at Hitwise, in her recent report, "The social networking category will continue to grow as new sites emerge with unique offerings." Niche networks such as [Kongregate](#), [MingleNow](#), [deviantART](#), and [Bebo](#), among many others, serve a different need for consumers by focusing on hobbies, nightlife, cultures, health and other topics that a general purpose site such as MySpace can't adequately address.

Niche sites can inspire passion and loyalty among users. People don't join niche networks just because their friends are there, as often happens with MySpace or Facebook. They join them out of a genuine interest in the subject matter. Entrepreneurs start niche sites because they can't find what they want at MySpace. This should be a clue to marketers that there are other people like them who you also won't be able to reach on MySpace.

Niche networks also break through the stimulus-overload that plagues today's modern, tech-savvy consumers. With myriad different media channels and technologies from which to choose, a social network whose content adds real value to their lives is going to be chosen over simply watching TV or listening to an iPod, or even browsing on the larger traditional social networks.

And the winner is...

As a marketer, you can have an impact with your most avid users with a niche network. If the niche has a tight synergy with what you make or sell, they may even encourage you to integrate seamlessly into the content, creating a best of all worlds situation. As an integrated partner, you can do more than just branding. You can use a niche social network:

- For detailed user surveying-better than focus group research and often cheaper
- For product marketing and product ideation
- To test new ad campaigns before you run them across the web
- To build grassroots demand and "buzz" for new products or features

Which niche social network to choose? Ask your users, especially those who are particularly avid about your product. Ask your younger, web savvy employees. See what they use in addition to MySpace, Friendster, Facebook and the "Goliath" social networks.

Fundamentally, MySpace and the niche networks will each play a role, like network TV vs. a cable show on cross-stitching. Social networks are a new marketing channel; one that, when used wisely, has the potential not only to impact your marketing programs but to transform your business. Only time will tell whether David will slay Goliath, but bigger may not always be better for the marketer.



January 30th, 2007

Is Google vulnerable? Four CEOs say so

Tomorrow Google reports its 4th quarter 2006 earnings to Wall Street. According to analyst checks by Bambi Francisco, MarketWatch, another blow-out earnings call is on tap. Francisco began the panel "Are there chinks in Google's armor?" at AlwaysOn OnMedia conference today in New York City with a reference to Google's financial prowess.

I suggested to the panel of Web advertising services CEOs that Google's AdWords bid-up-your-own ad rates monetization machine may soon face advertiser resistance. My sentiments were echoed by Gurbaksh Chahal, CEO, Blue Lithium and Lawrence Braitman, CEO, Adify.

Search marketer 1-800-Flowers' concerns about escalating keywords prices were cited. The company is wary of search advertising being a "very expensive propagation."

PANELISTS AND ELEVATOR PITCHES

Lawrence Braitman, CEO, Adify

Adify was founded in 2005 by a group of online advertising pioneers from Flycast Communications, one of the original online ad networks. Our mission is to enable and optimize direct publisher-advertiser transactions, removing the overhead associated with selling through a third-party network. Through our hosted site storefronts, Adify provides both publishers and advertisers with an advertising service platform that includes management, tracking, optimizing, reporting, billing, payment and merchandising for online media. We are based in San Bruno, California.

Gurbaksh Chahal, CEO, Blue Lithium

Created in 2004 by a team of online ad network veterans, BlueLithium is dedicated to challenging the legacy ways of doing business to help marketers achieve extraordinary results. Combining a powerful one-two punch of one of the largest online ad networks with innovative ad targeting and serving technologies, BlueLithium creates a customized site network for each advertiser that is optimized to their marketing objectives.

Lance Podell, CEO, Seevast

Seevast operates marketing companies that drive sales, build brands and leverage core assets for their clients. Pulse 360, Content-Targeted Sponsored Links; Moniker.com, Domain Asset Management; Kanoodle, Search Engine Marketing.

Michael Yavonditte, CEO, Quigo

Founded in 2000, Quigo provides innovative, performance-based marketing solutions that achieve superior results for premium-branded websites and advertisers. ROI-based solutions for content-targeted advertising and search marketing form the foundation of Quigo's product offerings.

IS GOOGLE VULNERABLE?

While all panelists acknowledged the formidable presence of Google, they underscored the large market opportunity Google is not addressing, by default or by design.

Google's core business and financial strength is Pay Per Click advertising at Google. Many online advertising needs of marketers are not met by the narrowly focused Google value proposition, according to panelists.

Chahal put forth that AdWords only relates to about 10% of the searching public, given that most searchers are not in a "buying state" and therefore not receptive to direct response solicitations. Chahal believes the Blue Lithium behavioral targeting approach is effective for the 90% of times when people are at different points of the buying cycle, such as consideration.

- There is room, and profitable opportunity for everyone, the panelists concurred. Why?
- There is a limited supply of search queries,
- Google's size does not support personalized service,
- Marketers want competitive offerings and vendors.
- Differentiation matters,
- A small player in a big market can still win.



Photo by Donna Bogatin

Google gets a new ad-versary

BlueLithium innovates online advertising by tracking user clickstreams.

September 20, 2006

By Erick Schonfeld and Jeanette Borzo

SAN FRANCISCO (Business 2.0 Magazine) -- The Disruptor: BlueLithium

The Innovation: Serving highly targeted ads on the Web by monitoring everyone's clickstreams

The Disrupted: Google and plain-vanilla CPM ad networks like ValueClick and 24/7 Real Media

It's not often that you find a startup CEO openly mocking Google (Charts). But Gurbaksh Chahal, founder of BlueLithium, thinks Google is a one-trick pony when it comes to Web ads. "They've miserably failed in the last year with display ads," he notes, "because they look at the world through text advertising." It's big talk -- and you'd be tempted to dismiss Chahal entirely were it not for his claim that BlueLithium has been profitable since its third month of operation and is on track to hit \$100 million in revenue by the end of next year.

Google's better-performing text ads created a huge shift of marketing budgets away from other online ads, as well as from print, radio, and TV. But Chahal thinks the pendulum is about to swing again. He says he's carving out a new space for online advertising, helping to bring back the banner ad by making it the vehicle through which marketers can, in effect, watch the audience.

BlueLithium was founded in 2004 and already serves up 8 billion ad impressions a month to 100 million users of the Web's top sites. Each of those ads drops a cookie on your browser, and when you show up on another site that serves BlueLithium ads or on one of its advertisers' Web sites, it adds that history of clicks to its database. Using this "clickstream" data, it determines within 10 milliseconds which ad to serve up the next time you come to any of the 1,000 handpicked sites where it buys ad inventory.

By building a picture of your clickstream, BlueLithium can target you individually. "The more we see you, the more we know about you," Chahal says. He might not know your name or address, but he knows what sites you've visited, what ads you've clicked on, and what ads other people with similar clickstreams have clicked on. Most display ads on the Web are random because they're targeted to the site, not to the viewer. But if you visit T-Mobile's Web site to check out pricing plans and then click off to a news site, BlueLithium might show you a T-Mobile ad even though you're now reading about Iraq. Chahal is also using BlueLithium's 100 million clickstream histories to direct behaviorally targeted video ads.

Couldn't Google do the same kind of thing? "They might be coming out with the next microwave too," Chahal quips, "at the rate they're going." Chahal knows that Google was a classic disruptor. But in his view, this time around Google is the incumbent -- and Chahal has the disruptor's advantage.



AlwaysOn

July 17, 2006

The 2006 AlwaysOn 100 & Top Innovator of 2006

Hot private companies and trends in technology—these companies prove that tech is back in a big way.

Tech is back. This list of the 2006 AlwaysOn 100 Top Private Companies reflects that more clearly than ever. Each of these companies has the potential to become—or already is—a leader in its space. Their products and plans are progressive, their technologies are groundbreaking, and they've got the teams, customers, funding, and passion to succeed.

Each one of these companies is a winner for having made it onto the list, but we also recognized a few companies for their notable achievements. **This year's pick as Top Innovator was online ad network BlueLithium.** Using sophisticated algorithms to optimize placement, this company is growing rapidly in an increasingly active sector. Photobucket was selected as Top Newcomer to the list. The image hosting provider is attracting millions of adopters—including members of the IM Generation, who use it to serve images on their MySpace and LiveJournal pages.

In the Consumer & Entertainment category, it's clear that the interest in eyeballs (and eardrums) is back. The appeal of video sharing service YouTube continues to grow, and the increase in online advertising budgets is helping many young companies prosper. Our list includes pure plays like **BlueLithium**, as well as new kinds of advertising startups, such as in-game advertising player IGA Worldwide and ad-supported directory assistance companies InFreeDA and Jingle. In the e-commerce area of the consumer space, several panel members used their personal experience to vouch for the merits of online shoe seller Zappos.com.

After having survived one of technology's more challenging periods, a number of these companies have been able to mature and flourish—64 of this year's AO100 were founded between 1998 and 2002. More than 70% of this year's winners are shipping product, and almost a quarter are profitable. With the IPO window remaining open, some of them may go public, while others may become M&A targets.

In addition to recognizing the outstanding business models, leadership, product offerings, and customer adoption of each company, we should also touch on the funding and capitalization characterizing the AO100. This year's winners have received a significantly greater amount of funding than last year. The 2005 AO100 list had a total capitalization of \$1.2 billion, whereas this year's list raised more than \$5.5 billion. The average amount of total funding per company has grown to almost \$64 million—almost double the average funding per company on the 2005 list. And given the dynamic state of the emerging markets sector, next year's list could continue the trend.