

For Immediate Release

Contact:
Robert Bethge, Right Media
rbethge@rightmedia.com

Right Media Receives Investment from Redpoint Ventures

New York, June 13, 2005 – Right Media, a developer of advanced interactive advertising solutions, announced today that it has closed their first round of institutional financing with California based Redpoint Ventures. Redpoint will invest a minimum of \$7.25 million dollars into privately held Right Media.

Two year-old Right Media will direct the investment into the research and development of core technology, sales and marketing initiatives, and expanding the company's team of interactive marketing experts and client service professionals.

Redpoint principal Chris Moore will join the Right Media board of directors, which is chaired by founder and chief executive Michael Walrath.

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About Right Media:

Right Media develops advanced management solutions for interactive advertising. Earlier this year the company launched the Yield Manager™ ad serving and management platform that uses dynamic pricing to correlate the price of online advertising to value. With access to 15-billion impressions each month, Yield Manager is the only platform open to any website publisher or advertiser and all other ad networks. Right Media solutions create increased value for advertisers and simultaneously maximize the value of website ad inventory. Based in New York City, the company is privately held. (www.rightmedia.com)

About Redpoint Ventures:

With more than a combined 100 years of operational, industry and technology investing experience, Redpoint Ventures is a leading venture capital firm that funds innovative companies with the potential to lead and change industries. The firm is focused on investment opportunities in the consumer Internet, digital media, wireless data services, enterprise software, and data center infrastructure sectors. Redpoint has \$1.45 billion under management with investments in more than 60 companies. The firm was founded in 1999 by partners from Brentwood Venture Capital and Institutional Venture Partners. (www.redpoint.com)

Contact(s):

Robert Bethge, Corporate Communications / rbethge@rightmedia.com / +1 646 495-0917
Christine Hunsicker, Chief Operating Officer / chunsicker@rightmedia.com / +1 212 561-6486