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**\*\*\*FOR IMMEDIATE RELEASE\*\*\***

### JOHN MRACEK JOINS NETSEER AS PRESIDENT AND CEO

SANTA CLARA, CA - July 29, 2009 - NetSeer Inc. today announced that John Mracek has joined as president and CEO. Mracek brings substantial technical, product, and market strategy expertise to NetSeer's work on next-generation Internet advertising technology. Matthew Hall, who has been leading the company as president, will return full-time to his position as senior vice president of engineering.

"The evolution of Internet advertising is still in its infancy," said Mracek. "The phenomenal success of keyword-based search and advertising is a testament to the benefits for consumers and advertisers alike when the consumer's interest is communicated via typing in a keyword. However, the vast majority of pages on the Internet do not include a keyword search and in those circumstances, NetSeer is able to discern the *concepts* the user is interested in. This is comparable, and often superior, to a keyword approach."

Mracek said that NetSeer has found a mathematical way to conceptualize the actual taxonomy of the entire Internet all at once, in an organic, dynamic, and scalable fashion, and can use that added knowledge to both guide the consumer's explorations, and understand the true intent behind them. "This will give rise to a new and powerful form of content and ad targeting that I believe will be a huge step forward in understanding users interest and intent."

Mracek, 47, comes to NetSeer from Shopping.com, a subsidiary of eBay, where he was vice president and general manager of the Distributed Commerce Advertising Network. In that role he gained significant insight into how consumers' needs were not being well met by today's Internet technologies for researching and purchasing products. Prior to Shopping.com, Mracek served as vice president of Advertiser Product Marketing at Yahoo!, Entrepreneur in Residence at Adobe Systems, and CEO at Covia Technologies.

Mracek first became deeply involved with Internet advertising in the mid-'90's, when he joined AdKnowledge (formerly Focalink). He ultimately rose to be president and CEO, having first served as vice president of marketing, then as vice president of engineering. Mracek began his career authoring two highly successful video games, followed by seven years at Apple Computer, where he was responsible for Macintosh system software product management and marketing. He holds a bachelor of science in Computer Science from MIT.

"John brings an excellent mix of experiences and talents to NetSeer," said Terry Opendyck of ONSET Ventures and a NetSeer board member. "Not only does he have knowledge of all aspects of the business of Internet advertising, but he also has a technical background that will serve the company

well as it translates its unique mathematical insights into the world's first, true concept-based advertising platform."

**About NetSeer**

NetSeer, Inc. ([www.netseer.com](http://www.netseer.com)) is a technology start-up focused on next generation search and ad targeting. Based upon pioneering work by its founders out of UCLA, NetSeer's technology is based upon a significant body of intellectual property, and uses sophisticated mathematics and unique, new algorithms to make advances that were previously unattainable in Internet advertising. NetSeer was founded as a company in March 2006 and is located in Santa Clara, CA. Investors include Onset Ventures and Mission Ventures.

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Additional background information is available at [www.roeder-johnson.com](http://www.roeder-johnson.com).