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DOUBLECLICK PERFORMICS WELCOMES AGE OF INGENUITY CLIENT SUMMIT ATTENDEES TO CHICAGO

CHICAGO – August 14, 2007 – [DoubleClick Performics \(www.performics.com\)](http://www.performics.com), the performance marketing division of DoubleClick Inc., today welcomed more than 300 advertisers and publishers from around the country to the Ritz-Carlton Chicago for its Age of Ingenuity Client Summit, which runs through Tuesday. The summit features many influential speakers and provides attendees with new thinking forward strategies to increase success in digital marketing.

“The attendance at our summit by more than 300 of our clients is a testament to the passion that these marketers have for digital media and their commitment to the online channel,” said Stuart Frankel, president of DoubleClick Performics. “Attendees include many new clients, and content includes important best practices, new services and ingenious trends in online marketing.”

Summit highlights include a keynote address from the best selling author of “Freakonomics,” Dr. Steven D. Levitt, as well as presentations on best practices and leading strategies for advertisers in the areas of natural search optimization, market research, networking and customer empathy. The two-day summit features more than 30 speakers, panelists and moderators covering a wide range of topics and representing many of the top brands, search engines and affiliate publishers on the Web today.

About DoubleClick Performics

Since 1998, [DoubleClick Performics](http://www.performics.com) has delivered consumers to our affiliate and search engine marketing clients. Our structure provides high-level strategic planning and integrated services resulting in a deep knowledge of consumer behavior. As committed industry leaders, our innovative approach to digital performance marketing enables us to anticipate and shape the future while ensuring our clients’ marketing investments are efficient and effective.

Our world-class solutions stem from superior technology with a layer of intelligence and experience that cannot be replicated elsewhere. DoubleClick Performics is *thinking forward*.

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