



Media Contact
Rachel Hunt
DPR Group Inc.
(240) 686-1000
RHunt@dprgroup.com

Company Contact
Darlene Lee
LogicLab Inc.
(212) 790-1537
DLee@logiclabinc.com

LogicLab Offers Media Owners and Publishers Audience Profile Reports

***For a Limited Time, Media Companies Joining the LogicLab Ad Network Receive
Insightful Sales Tool at No Cost***

New York – May 12, 2010 – LogicLab Inc. (www.logiclabinc.com), the first company to optimize media planning and buying by offering on-demand access to proprietary audience data sets developed using deep marketing analytics, is launching a new promotional program aimed at media owners and publishers. For a limited time, media companies that sign-up for a complementary membership in the LogicLab Ad Network will receive a customized Audience Profile Report at no cost. The LogicLab Ad Network aggregates media vehicles, regardless of audience size, to provide national advertisers and their agencies with an efficient and effective way to evaluate a much broader universe and determine which media vehicle best delivers their intended target set.

The process to produce the report includes information from Merkle Inc's National Consumer Database, which identifies more than 1000 variables for 98% of the adult population in the US. Publishers receive an index of their audience against the general population for over 300 variables. The report provides a snapshot of which variables a publication's overall subscriber base over-indexes against for general demographics, lifestyle, psychographics and other useful behaviors. When used as part of the ad sales process, the report can serve as a powerful and persuasive tool for aiding sales teams and pitching and selling to new and relevant advertisers and verticals.

"The free Audience Profile Report from LogicLab has been extremely valuable for our sales team," said Edwin V. Avent, President, CEO and Publisher, *Heart & Soul Magazine*. "The report provides very useful and practical insight that helped us tailor pitches to specific clients and focus on advertisers within certain verticals. We are also very excited about the opportunity to attract larger, national advertisers. Overall, we are looking forward to a long, productive partnership with LogicLab."

To see a sample Audience Profile Report, just click here: <http://www.logiclabinc.com/pdfs/sample-profile-report-logiclab.pdf>

Joining the LogicLab Ad Network is easy and takes just a few steps:

- Visit <https://www.logiclabportal.com/Default.aspx>,
- Select "Enter a New User Profile" from the side menu, and

- Upload either a random subscriber file or a sample file of active subscribers (10,000 subscribers or more).

“Until now, it has been nearly impossible to get large national advertisers to consider the majority of print publications when planning their next media buy, because third-party subscriber data was only available for the publications with the highest circulation,” said Chris Wilson, President, LogicLab. “The LogicLab Ad Network takes a different approach by recommending publication titles, regardless of their circulation, to advertisers who are actively looking to find the best media to place their advertising dollars. It is all about matching advertisers and media buyers with the best media outlets, regardless of circulation.

Advertisers, media buyers and media companies can learn more by contacting Ira Citron at icitron@logiclabinc.com or by visiting <http://www.logiclabinc.com/>.

About LogicLab™

LogicLab brings an innovative, on-demand media planning solution to the market that matches advertisers with the best media choices possible. By placing actual consumer data at the center of media evaluation, the LogicLab Media Marketplace™ enables advertisers, agencies and media buyers to, for the first time, optimize and measure campaigns with real data, powerful analytics and a comprehensive view of the media choices available. The LogicLab Media Marketplace™ also gives media owners the ability to attract new and diverse advertisers. Founded in 2009 and based in New York, LogicLab Inc. is a wholly owned subsidiary of Merkle Inc.

Learn more about LogicLab Inc. at www.logiclabinc.com or call (877) 284-8543. To learn more about the LogicLab Print Ad Network, watch the new video at www.logiclabinc.com/media

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