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news release

WWW.SITeseLECTION.COM

Completes BPA Worldwide Initial Interactive Audit

BUSINESS

CONSUMER

DATABASE

EMAIL

EVENTS

INTEGRATED

INTERACTIVE

NEWSPAPER

SHELTON, CT, October 2, 2006 – www.siteselection.com has completed its first BPA Worldwide interactive audit.

Glenn J. Hansen, BPA Worldwide President, praised www.siteselection.com for voluntarily opening its records to independent verification and documentation of its data. Hansen pointed out that the Web site audit benefits both advertisers and sites. A BPA interactive audit provides advertisers with assurance that the sites they choose to invest in deliver the traffic they claim. "www.siteselection.com's ability to utilize the Web as a communications and advertising medium is evident," he said. "By demonstrating their belief in the value of audited traffic, they have given a vote of confidence to the future of interactive advertising."

Copies of the initial BPA Worldwide audit report for www.siteselection.com will be available from BPA Worldwide or the publisher.

www.siteselection.com will be issuing audit reports in the standard BPA Worldwide interactive format.

BPA Worldwide conducts its interactive audits on based on a monthly period following accepted auditing procedures.

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,500 media members and applicants—including more than 2,000 B-to-B publications, more than 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media. BPA's membership also includes more than 2,600 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.