



PHEEDO, HART CREATIVE MARKETING PARTNER TO BRING OMNITURE'S WEB ANALYTICS CAPABILITY TO PHEEDO'S FEED-POWERED ADVERTISING

Pheedo Integration by Hart Creative Marketing Delivers Online Business Optimization for Pheedo's Customers

Emeryville, CA and Concord, CA — June 22, 2007 — Pheedo, the RSS marketing experts, and Hart Creative Marketing today announced that they have successfully integrated Pheedo's RSS capabilities with Omniture's SiteCatalyst Web analytics. Hart Creative Marketing is a certified Omniture reseller and has worked closely with Pheedo to incorporate its industry leading RSS analytics into the Omniture offering.

As many companies and publishers now offer their original content via RSS, the demand for intelligence around this medium has grown significantly. Pheedo and Hart Creative Marketing are working together to integrate the Omniture Web analytics package so publishers can have a comprehensive view of all online properties, including RSS feeds.

Pheedo's RSS and social media marketing solutions offer marketers an easy way to get started with Web 2.0 marketing using their existing RSS content. Pheedo's Ads for Feeds, FeedPowered™ Ads and RSS analytics package offer marketers a complete RSS marketing platform with detailed metrics to help optimize marketing efforts and improve their return on campaigns. Along with Hart Creative Marketing's Omniture experience, the integrated Pheedo analytics will now allow marketers to integrate their marketing efforts across all mediums, accurately measure performance and help improve the relevance of the marketing message to consumers.

"Hart Creative Marketing aims to give our customers a holistic view of all marketing channels through Omniture, and integrating Pheedo's RSS analytics has made that a reality," said Jerry Hart, CEO of Hart Creative Marketing. "This comprehensive analytics package now gives marketers the information they need to target their audience more effectively, integrate all of their marketing efforts and ultimately drive more revenue."

"Pheedo is making things happen in Web 2.0 marketing, and integrating our industry leading RSS analytics into Omniture is another step in optimizing marketers' knowledge to help them create the best campaigns," said Bill Flitter, founder and VP of marketing of Pheedo. "We have reached a critical mass of companies and publishers offering RSS content, and with readership on the rise, detailed RSS data and intelligence is essential to maintain successful RSS initiatives."

"This is a great example of how agencies around the world are extending the value of Omniture's Online Business Optimization Platform," said Mark Dillon, vice president of channels, Omniture.

“We will continue to work with our agency and technology partners to bring an ever expanding set of capabilities to our customers.”

About Hart Creative Marketing

Hart Creative Marketing, Inc. specializes in campaign management with advanced analytics to assist account and client teams in designing, sending and analyzing direct marketing communications. The company creates and executes campaigns across multiple media channels, including: personalized eMail, targeted websites, banner and other web advertisements, search engines, and direct mail. For more information, visit www.hartcreativemarketing.com.

About Pheedo

Pheedo is the premier feed advertising network and we simplify the process of creating, producing, distributing and tracking advertising with RSS feeds. Advertising agencies, global corporations and premium online publishers of all sizes work with Pheedo to create successful RSS marketing campaigns. Pheedo arms publishers with the tools and knowledge required to understand, monetize and market their RSS content including data and analysis of content feed usage and consumer behavior. For more information, visit <http://www.pheedo.com>.

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Contact:

Brett Weiner or Jeremy Frank

LaunchSquad

415-625-8555

pheedo@launchsquad.com