



**Draft Immediate Release:**

September 14, 1999

**For more information:**

Dan Branley 206.783.4241  
dbranley@adrelevance.com

Adam Sugerma 206.328.8835  
asugerma@adrelevance.com

**AdRelevance Names Charles Buchwalter Vice President  
of Media Research**

Experience in Online Media and Internet Markets Provides Key  
to Analysis of New Net Landscape

SEATTLE — AdRelevance Inc., a leading provider of competitive online advertising data, has named Charles Buchwalter vice president of media research. Buchwalter brings more than 20 years' experience to the company from the fields of online media, information technology and Internet market development across a broad spectrum of products and services.

As vice president of media research, Buchwalter will be responsible for managing the collection, classification and analysis of AdRelevance's extensive warehouse of online advertising data. The classification process enables subscribers to run comprehensive reports on competitive advertising activity by a range of criteria, including advertiser, product, message type, industry, location and technology. In addition, Buchwalter's team will assist AdRelevance President and CEO Will Hodgman with regular analyses of the online advertising industry and support editors and industry analysts seeking information on specific queries.

“We think of the media research group as the explorers of this entirely new landscape — and Charlie as the Columbus of online advertising,” said Hodgman. “He’s setting out into this great unknown and creating a taxonomy for the things he finds there. We searched long and hard for someone with the right skills to take that on, and Charlie’s experience in publishing, new media and Internet markets makes him the perfect fit.”

Buchwalter served most recently as senior director of marketing and business development at Attachmate Corporation, where he helped developed the company’s online business strategy, managed the marketing of its e-Vantage Web-to-host solution and refocused its business partnerships on core strategic alliances with IBM, Cisco, Microsoft, Sun and Compaq.

Prior to joining Attachmate, Buchwalter served as president and CEO of Seattle-based Community Sector Systems Inc., a Web-based health information technology company focused on state-of-the-art communications between managed healthcare companies and their provider networks. Buchwalter also worked as partner and vice president of Bellevue-based ParaTechnology Inc., a go-to-market consulting firm that provided strategic and tactical leadership in marketing, brand management, and channel development to leading North American technology companies including IBM, Novell, Oracle and Sun Microsystems. In addition to his experience in marketing and e-commerce, Buchwalter served as information services group executive at CMP Publications (now CMP Media), where he pioneered the company’s successful launch into the electronic publishing industry.

Prior to his work at CMP, Buchwalter served for ten years at DRI/McGraw-Hill Inc., where he worked with Fortune 500 companies using online economic and financial databases and advanced econometric models to explain trends in corporate performance.

From 1983-1986, he served as group vice president in DRI's New York City office, where he was responsible for the North American Financial Services industry practice.

Buchwalter sees his work at AdRelevance as one of the most exciting opportunities on the Net today, combining research, classification and analysis with an electronic archaeology that never stops turning up fascinating insights into the nature of the Web.

"The information our intelligent agent technology discovers on the Web would be significant enough if it only applied to competitive online advertising data, but the implications of what we find go beyond that," said Buchwalter. "Now that we've developed an accurate way to track advertising activity, a whole world of online intelligence becomes accessible. We're looking forward to extending the standards we've developed for online advertising metrics to other marketing and business arenas."

Using the AdRelevance Service, advertisers gain access to the most current and accurate data about their competitors online marketing communications programs, enabling them to quickly and easily compare and report information by advertiser, Web site, creative and time period. The service can also be used to by companies to monitor and audit their own online campaigns, ensuring their media buys achieve consistent delivery and value.

Founded in 1998, AdRelevance is a privately held information technology firm based in Seattle, Wash. The company specializes in the automated retrieval, classification, analysis and delivery of online marketing data. More information on the company and an interactive demonstration of the AdRelevance Service can be found at [www.adrelevance.com](http://www.adrelevance.com) or by calling 206.632.0300.

###