



**For Immediate Release:**  
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***DIGITRENDS AND THE ADRELEVANCE DIVISION OF MEDIA METRIX TEAM UP TO OFFER FREE TRIAL OF ADALERT ONLINE ADVERTISING INTELLIGENCE SERVICE***

*Customized Emails Alert Interactive Marketing Professionals to Competitive Threats and Revenue-Generating Opportunities*

**SEATTLE, WA – May 15, 2000** – Sales and marketing executives can now track competitive advertising and sales leads utilizing a new online service that supplies intelligence directly to their email box. AdRelevance, a division of Media Metrix (NASDAQ:MMXI), an innovator in Internet advertising measurement technology, today announced a partnership with Digitrends, LLC to offer a free trial of the AdRelevance AdAlert service on [www.digitrends.net](http://www.digitrends.net).

With AdRelevance AdAlert, interactive marketing professionals specify companies, products or websites to closely monitor on an ongoing basis. When a pre-defined advertising event occurs, AdAlert automatically sends an email indicating a competitive advertising event has occurred. The email includes a link to a customized web page with all the details of the event. Web publishers and marketers use AdAlert to generate advertising sales leads and keep abreast of competitive activities, which they can now respond to more quickly and effectively.

“The free AdRelevance AdAlert feature is the latest addition to the Digitrends website that helps marketing executives understand the best ways to apply interactive media to their marketing mix,” said Rick Parkhill, Chief Executive Officer of Digitrends. “Offering free trials of AdAlert enables us to give visitors a snapshot of competitive online advertising intelligence data in addition to the in-depth interactive marketing tools and industry news they’re used to.”

“AdRelevance is pleased to team-up with Digitrends to give Web marketers a free trial of the easiest way yet to learn where, when, how and how much their competition is advertising online,” said Marty Levin, executive

vice president of sales and marketing for the AdRelevance division of Media Metrix. “Marketing executives who visit Digitrends and sign up for AdRelevance AdAlert are going to be amazed at how easily they can monitor competitive threats or sales opportunities from their desktop.”

Digitrends will offer free trials of the AdRelevance AdAlert service for a limited time at [www.digitrends.net](http://www.digitrends.net).

### **About AdRelevance, a Division of Media Metrix**

Media Metrix, Inc., with over 600 clients, is the leader and pioneer in Internet and Digital Media measurement and the industry’s source for the most comprehensive, reliable and timely services. Through its acquisition of AdRelevance, the innovator in Internet advertising measurement technology, the company offers intelligence data on where, when, how and how much web marketers and their `competition are advertising online. Reporting actual audience usage behavior for more than 21,000 websites and online properties with its state-of-the-art real-time meter, and using AdRelevance intelligent agent technology to comb thousands of unique URLs for Internet advertisements, Media Metrix helps online and traditional businesses, web marketers, web publishers, ad agencies and financial analysts gain a better understanding of the digital marketplace. Media Metrix has worldwide operations in Australia, Canada, France, Germany, Japan, Latin America, Sweden and the U.K. For more information on AdRelevance and a free trial of the service, please visit [www.adrelevance.com](http://www.adrelevance.com) or call 1-888-649-6540. Additional information about Media Metrix can be found at [www.mediametrix.com](http://www.mediametrix.com).

### **About Digitrends**

Digitrends facilitates the growth of interactive marketing. Online, In Print, In Person, Digitrends educates and informs key marketing decision makers, and encourages business partnerships between marketers and solution providers. Through its family of information resources, Digitrends inspires interactive marketing strategies through case studies, peer-to-peer exchange, industry news and insightful analysis. The Digitrends family of information resources includes Digitrends quarterly review, eBiz Solutions magazine, Digitrends Daily e-mail newsletter, eBiz Daily e-mail newsletter, and Entertainment Beat Daily email newsletter. Digitrends conferences include Camp Interactive, Variety’s Interactive Summit, eBiz Solutions, and Digitrends’ Media Buyers Summit. Visit Digitrends on the World Wide Web at [www.digitrends.net](http://www.digitrends.net).

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