AOL Renames The Advertising.com Group - Call It AOL Networks*

1. Proper Noun - Plural _____

2. Adjective _____

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___Proper Noun - Plural___ today announced that ___Adjective___.com Group has officially been renamed AOL Networks. The new brand, AOL Networks, aligns with its parent brand AOL, and should help all stakeholders better understand the rich stack of assets and robust technology it brings together for its nearly 20,000 publishers1 and 4,000 advertiser and agency clients2. The new name clearly represents the recognized cross-screen offerings across premium, programmatic and performance advertising.

"AOL Networks will continue to offer global advertising solutions that help increase yield through a rich and broad set of platforms, formats, and technologies," said Ned Brody, CEO of AOL Networks. "We have heard from many clients that there is an increasing number of systems and partners they need to do business with to accomplish their online marketing objectives. The group's mission has always been to simplify digital advertising at scale."

Brody added, "AOL is synonymous with premium. And in the network space, there is a real need for premium experiences. With our established leadership in video, performance and now programmatic, plus AOL's foothold in premium advertising, we are better positioned than ever to define and own a transcending solution."

AOL Networks enables the world's top marketers and media brands to reach consumers across desktop, mobile, tablet and connected TVs with impact through premium experiences, programmatic buying and performance driven campaigns. It is the global partner of choice for leading publishers, advertisers and agencies seeking to maximize the value of their online brands. AOL Networks brands will continue to operate under their existing names.