

ImServices to monitor spiders and robots for Interactive Advertising Bureau

Elgin, Ill., May 15, 2005 --- ImServices Group Ltd. (ImServices) announces that it has entered into an agreement with the Interactive Advertising Bureau (IAB) to maintain, update and disseminate a definitive and consistent list of robots and spiders for all IAB member organizations who have developed and maintain a proprietary Ad Serving Technology.

“Identifying and filtering out the normal robotic activity on the Internet is essential for a more accurate and effective measurement of online advertising,” said Greg Stuart, president and chief executive officer of the IAB. “Inline with our goal of creating the best measured medium there is, this is one important component in achieving accurate and consistent website advertising impression counts, which is the basis of how money changes hands in Internet advertising.”

This was one of the cornerstones of the Global Impression Guidelines the IAB and dozens of other organizations around the world agreed to late last year. That guideline outlined that all robotic activity must be identified and excluded from advertising measurement and specifically impression counting.

Spiders and robots are computer programs that automatically scan the Web to retrieve documents and are most often used by search engines and others to categorize the web. The implementation of an industry wide spider and robot database is an integral component of the IAB’s initiative of standardizing advertising measurement on the web. IM Services will work with ABCe in Europe in maintaining a consistent global list.

In addition to performing evaluation and management services associated with the industry’s spiders and robots list, the use of which is required for compliance to measurement guidelines, ImServices will work with the IAB Measurement Task Force Policy Board to oversee and approve any list modifications.

“We are pleased to formalize our relationship with the IAB,” said Richard Bennett, ImServices founder and chief executive officer. “We look forward to continuing our work with the interactive advertising industry as we build and evolve this crucial database.”

About IM Services Group

ImServices Group Ltd. is a leading provider of independent consulting and verification services, including process reviews, activity and privacy audits, for Web sites, third-party ad servers, email delivery systems and other interactive media companies. ImServices also works with clients to review a wide range of other types of electronic transactions including e-commerce, wireless activity on mobile devices, etc.

About the IAB

Founded in 1996, the Interactive Advertising Bureau (IAB) represents over 200 leading interactive companies that are actively engaged in, and support the sale of interactive advertising. IAB members are responsible for selling over 86% of online advertising in the United States. On behalf of its members, the IAB evaluates and recommends standards and practices, field’s interactive effectiveness research and educates the advertising industry regarding the use of interactive advertising.

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