

FOR RELEASE ON JUNE 16, 2003

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CentrPort E-Business Marketing Platform™ Gains Accreditation for Interactive Advertising Bureau Measurement Guidelines

CentrPort Recognized as First Analytical CRM Solution to Adopt Industry Guidelines for Measuring Effectiveness of Online Marketing Programs

Westport, CT– June 16, 2003 – CentrPort Inc., a leading provider of outsourced e-business marketing solutions to Fortune 500 companies, today announced that it has become the first analytical CRM firm to gain accreditation for strict industry guidelines for measuring the effectiveness of corporate online marketing programs. ImSERVICES Group, a leading provider of independent consulting and verification services, has certified that CentrPort’s E-Business Marketing Platform™ adheres to the ad campaign measurement guidelines established by the Interactive Advertising Bureau (IAB).

“We have completed a very rigorous audit process and have accredited CentrPort as the first marketing automation system to accurately capture and report on online advertising statistics as set forth by the IAB guidelines” said Richard Bennett, CEO of ImSERVICES Group.

The ad campaign measurement guidelines were established by the IAB in January 2002 as a means of providing standard industry metrics that measure the accuracy and consistency of Internet media advertising. These guidelines were created in order to eliminate many of the reporting and billing disputes that arise from more complex online marketing models such as cost per acquisition (CPA) advertising. With standardized calculations for metrics such as cost-per-acquisition and cost-per-click, today’s leading online marketers can engage more broadly

and more profitably in pricing models that enable them to pay for leads and sales, and not for impressions and screen space.

“The IAB guidelines are an important step to making online advertising easier and more effective for publishers and advertisers,” said Greg Stuart, President and CEO of the Interactive Advertising Bureau. “We’re thrilled that CentrPort has gained accreditation for these guidelines to ensure that its solutions accurately measure the effectiveness of its customers’ corporate online marketing programs.”

As online marketers continue to gravitate towards more cost effective CPA marketing relationships, accurate measurement systems are critical. CentrPort for Optimization™, one of CentrPort’s four core marketing solutions, enables marketing executives and managers to measure, analyze and optimize all marketing campaigns across online and offline channels, as well as across all divisions and business partners. With CentrPort’s accreditation, customers and partners can now engage in more cost effective and profitable CPA contracts by leveraging CentrPort as their trusted third-party measurement and optimization system.

"As marketers continue to evolve their strategies around online channels, we are hearing increased demand for the consistent measurement, analysis and optimization of multi-channel campaigns across not just channels, but across media properties and third-party vendors as well," said Bill Zierolf, President and CEO of CentrPort. "With this accreditation, our CentrPort for Optimization™ solution becomes the de-facto standard for normalizing the often differing metrics provided by the various media properties and third-party vendors. This standardized measurement enables marketers to finally understand the true effectiveness of their campaigns across all channels, properties and vendors."

About CentrPort Inc.

CentrPort is the leading provider of outsourced e-business marketing solutions that enable Fortune 500 organizations to better acquire, retain and grow customers by creating and maintaining sustainable online marketing dialogues. The CentrPort suite of solutions helps organizations measure, analyze and optimize their multi-channel marketing efforts by combining

a single view of online customers and prospects with a real-time messaging engine. Several of the world's largest marketing organizations, including 5 of the Fortune 10, have used CentrPort to increase customer acquisition rates, decrease customer attrition and grow customer profitability. More information on CentrPort can be found at www.centrport.com.

About ImSERVICES Group Ltd.

ImServices Group Ltd. (ImS) 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. ImS also works with clients to review a wide range of other types of electronic transactions including e-commerce, offline activity on mobile devices, etc. More information on ImSERVICES can be found at www.imservicesgroup.com.

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