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Carson Systems Launches ‘Future of Online Advertising’ Conference to Address Growing Internet Ad Revenue Opportunities

Prominent Industry Luminaries and Vendors Set to Join Unique Two-Day Event

NEW YORK – February 5, 2007 – Carson Systems today announced the launch of the Future of Online Advertising (FOOA), a high-level conference that will gather the leading figures and companies in online advertising for two days of thought-provoking insight into the future of the market. FOOA will showcase the biggest names in online advertising, who will share their insight into where the industry is headed, while also providing attendees with insider knowledge on how to increase advertising revenue from their sites and maximize the impact of their advertising budgets. The Future of Online Advertising (www.futureofonlineadvertising.com) will take place June 7-8, 2007 at Gotham Hall in New York City.

“The Web has created a new business landscape, providing countless opportunities for entrepreneurs who understand the power of the Internet,” said Ryan Carson, FOOA Conference Chair and Director, Carson Systems. “The Future of Online Advertising conference will present the best examples of technologies and companies at the forefront of online advertising, allowing mainstream businesses and new arrivals to this industry to take advantage of this new generation of services and opportunities.”

The Future of Online Advertising will feature two days of opportunities to learn about innovative new technologies and network with successful entrepreneurs and pioneers who are redefining the online advertising market. The event will focus on the Web Publisher, and will dive deep into the various ad technologies required to drive ad revenue on their sites. The conference will also focus on the online ad buyer, highlighting the latest set of technologies now at their disposal.

During the event, which is expected to sell out, the Sponsor Gallery will showcase industry titans as well as startups eager to make their names in the market. Past events have been sponsored by an impressive lineup of companies including Google, Yahoo!, Microsoft and AOL.

In addition, FOOA features an impressive speaker lineup of well-known Internet entrepreneurs, venture capitalists, and business development executives who have made their mark on the industry through their groundbreaking business models, development paradigms and design strategies. In the upcoming months, FOOA will announce additions to the speaker roster, which currently includes:

- Jeremy Allaire, BrightCove Chief Technology Officer, Macromedia
- Chas Edwards, Federated Media
- Matt Freeman, CEO, Tribal DDB
- Andrew Goodman, Founder, Zero Media
- Carla Hendram, CEO, Ogilvy
- Steve Olechowski, Co-founder, FeedBurner
- Alyson Racer, VP of Sales, NYTimes.com
- Steve Rubel, Senior Vice President, Edelman PR
- Greg Stuart, Former President, IAB
- Michael Walrath, Right Media

For information on becoming a sponsor at the Future of Online Advertising, contact Andrew Calvo at andrew@carsonsystems.com.

About Carson Systems

Carson Systems (www.carsonsystems.com) is located in England, and focuses on building web applications, while also offering world-class events for the web industry. Carson Systems is also the producer of successful conferences such as the Future of Web Apps (www.futureofwebapps.com) and the Future of Web Design (www.futureofwebdesign.com).

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