

Contact:  
Michelle Wohl  
415.290.3707  
[michelle@sproutinc.com](mailto:michelle@sproutinc.com)

## **SPROUT INTRODUCES SPROUT ENGAGE ADS**

### ***Flash-Based Solution Gives Brands a Better Way to Connect With Consumers Through Personally Relevant Online Display Ads***

Carlsbad, CA – February 23, 2010 – Today at the IAB Leadership Conference, Sprout, the leading technology platform for creating rich, engaging ads and social media applications, announced the Sprout Engage Platform. This platform is designed to take display advertising to the next level by bringing personally relevant data right into a standard Flash ad unit. Sprout Engage Ads allow brands to make stronger connections with their audiences by providing a fun, interactive experience, wherever their audiences travel online.

“The landscape for how brands market to consumers on the Web has changed over the last couple of years,” said Carnet Williams, Founder and CEO of Sprout. “Broadcasting messages is quickly being replaced by two-way conversations and branded experiences on social networks. We think the future of online advertising is bringing application-like engagement and interactivity into the standard display ad unit. We know brands and customers will benefit when ads contain personally relevant content, be it a Twitter feed, a friend’s endorsement, social data, or an engaging Flash experience,” Williams added.

“Brands have been coming to Sprout for rich, engaging social applications and Fan Pages,” said Adam Taisch, VP of Business Development. “Now, for the first time, brands have an end-to-end solution that extends the conversations beyond the walls of Facebook to any site that runs display ads. The result is a consistent user experience across social networks, brands’ Web sites and display ads,” Taisch added.

Disney will be running Sprout Engage Ads on IGN, Fandango, Movietickets, YouTube, and Addicting Games to support the March 5 release of “ALICE IN WONDERLAND.” “‘ALICE’ is a rich, immersive film that’s on the cutting edge,” said David Singh, executive vice president of worldwide marketing for Walt Disney Studios Motion Pictures. “It’s important for us to give our audience an innovative first-to-market experience every time they come across our film. Sprout Engage Ads will provide that experience through our online display ads.”

Jones Soda is another brand adopting Sprout Engage Ads. “On the Jones Soda web site, we allow our customers to personalize their soda labels,” said Mike Spear, Marketing Director at Jones Soda. “We think this personalization drives brand loyalty and sales. We love the idea that customers can have that same interactive experience wherever they encounter our display ads on the web. I think this will drive increased soda sales.”

Brands interested in running Sprout Engage Ads and publishers interested in offering Sprout Engage Ads can email [info@sproutinc.com](mailto:info@sproutinc.com)

**About Sprout:**

Sprout gives you a better way to connect people with your brand through personally relevant social ads and engagement applications across all the leading social networks and publisher sites. Sprout Engage Ads give your brand better ad performance than traditional rich media ads. Sprout customers include Disney, Warner Bros., Intel, Toyota and MTV. Funded by Polaris Venture Partners, Sprout is based in Honolulu, HI and San Francisco, CA. To learn more, please visit <http://sproutinc.com>.