



Audited Compliance To Standards™

news release

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FOR IMMEDIATE RELEASE

Burst Media completes 12th consecutive BPA Ad Server System Certification

Shelton, CT January 4, 2012 – For the 12th consecutive time, Burlington, MA-based Burst Media has completed its annual BPA Worldwide ad server system certification.

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BPA's ad serving system complies with all Interactive Advertising Bureau (IAB) guidelines and provides additional systems verification that goes above and beyond IAB requirements. Some of those added benchmarks include: software development cycle, access control and disaster recovery/business continuity review.

An online media and technology company founded in 1995, Burst Media works with web publishers and advertisers to reach vertically targeted audiences within the online marketplace.

"Receiving our 12th consecutive BPA Worldwide certification is the ultimate recognition of Burst's dedication to providing a quality advertising environment," said Harry Klein, Chief Operating Officer, Burst Media. "BPA stands for quality and integrity and our certification assures advertisers, advertising agencies and publishers that our data tracking, data processes and systems are absolutely accurate and reflect BPA's auditing standards."

"Advertisers attach great value and importance to the accuracy and transparency in their digital campaigns," said Glenn Hansen, President and CEO of BPA. "Third-party verification with BPA further proves Burst Media's continued commitment to its clients."

BPA Worldwide's ad server system certification includes an in-depth examination of the end-to-end ad serving process. It verifies compliance with established IAB guidelines, validates accuracy of ad serving and counting mechanisms, provides insight to management that systems are working as they should and promotes credibility of the system within the market.

About BPA Worldwide A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and media/ advertising industry news.

About Burst Media Founded in 1995, Burst Media represents thousands of independent web publishers. Through a select group of vertical channels, built around areas of specific interest, Burst connects advertisers with audiences across the web's most dynamic communities in a social, engaging way. A wholly owned subsidiary of blinkx PLC (LSE AIM: BLNX), Burst is headquartered in Burlington, Massachusetts, with sales offices throughout the United States and in the UK. Visit us at www.burstmedia.com for more information.