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Live365 to Offer Opt-In Advertising on Its Website

Live365 Chooses Opt-Intelligence, Inc. to Power Opt-In Advertising on Its Website



FOSTER CITY, CA -- (MARKET WIRE) -- 10/15/2004 -- Live365, the largest Internet radio network, today announced it will begin offering Opt-In advertising on its website at www.live365.com. Registered users will now have the ability to explicitly register with advertisers of their choosing. The demand for Opt-In advertising (commonly called Co-Registration) by advertisers has increased as spam and privacy concerns have escalated. Live365 has chosen Opt-Intelligence, Inc. (www.opt-intelligence.com) to provide the technology platform behind this new revenue stream.

"We are responding to the requests from our advertisers to offer this service. They need a way to communicate one-to-one with the consumer in a scenario that everyone is happy with," says Raghav Gupta, Chief Operating Officer of Live365. "The consumer gets contacted only if they choose to be, and then only by the specific advertiser they choose. Because their message is requested and expected, the advertiser doesn't have to worry about the message being treated as spam and their response rates increase greatly. We are pleased to be working with Opt-Intelligence to offer this capability."

"We are excited to be working with Live365," says Daniel Felter, CEO of Opt-Intelligence. "A company the caliber of Live365 that cares so much about its user base and making them happy, is a perfect fit for us."

About Live365

With thousands of stations and more than 2 million listeners a month, Live365 is the largest Internet radio network. The Company gives individuals and organizations a "voice" to be able to reach a global audience, while offering radio listeners an unparalleled choice in music and other audio content. Through easy-to-use tools and services, anyone with a computer and an Internet connection can create their own Internet radio station. As a result, Live365 offers the most diverse array of high-quality radio available today, with thousands of stations spanning myriad genres and over 150 countries.

Launched in July 1999, Live365 is a two-time winner of the Best Radio Website Award from the Web Marketing Association, a two-time winner of the People's Voice award for Best Music Site at the Webby Awards, and has received Best-of-Web designations from Forbes.com and the San Francisco Chronicle. The Company is a member of the Digital Media Association (DiMA), the National Association of Broadcasters (NAB), the Association for Independent Music (AFIM), the Intercollegiate Broadcasting System (IBS), and Collegiate Broadcasters, Inc. (CBI). Based in Foster City, California, Live365 is DMCA-compliant and pays royalties to labels, artists, songwriters and publishers.

About Opt-Intelligence

Opt-Intelligence is a leading Opt-In Advertising network. Opt-Intelligence was founded in June 2003 with the express goal of becoming the premiere hosted network for the facilitation of explicit, real-time, consumer opt-ins. Management has a combined 15 years in the opt-in advertising field and has proven that it can produce the most valuable opt-in leads for its advertisers while at the same time increasing the value of its website partners' real estate to the highest levels in the industry. The Opt-Intelligence Network is made possible by the company's patent-pending, proprietary technology.

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