Urban Geek Is First Advertising Network In Australia To Earn ABA Green Tick

~ undertakes Audit Bureaux of Australiaâ€™s web accreditation ~

Sydney, September 22, 2011 –Urban Geek Media (UGM), themale-skew digital publisher, today announces it is the first advertisingnetwork in Australia to achieve the AuditBureaux of Australia’s ‘Green Tick’ web audit accreditation.

UGM has proactively undertaken the ABAaudit process to demonstrate transparency to its client base of advertisers andmedia agencies. The rigorous audit process ensures UGM is fully compliant withindustry measurement rules and that its web traffic figures measured withinNielsen are accurate and reliable.

Websites carrying the ABA ‘greentick’ appear on the ABASafe Website List which is used by media buyers to verify which websitesare not putting media buyers and their clients at risk by inflating mediabuying metrics such as web traffic figures and ad impressions.

UGM exclusively represents and manages premium sites including dailymotion.com,break.com and collegehumor.com, and has seen its Australian audience grow to aNielsen verified reach of 2.4 million unique browsers per month[1].

Paul Dovas, ABA chief executiveofficer said, “We commend Urban GeekMedia for leading the way. This signals a focus on a new area of accountabilityand transparency among ad networks and sales houses.”

“The ABA web audit and Nielsen listing give our advertisers confidencethat they can trust the traffic numbers and trust that their advertisingbudgets are being used effectively,” said Drew Parkes, Managing Partner atUrban Geek. “We’re a specialist publisher demonstrating our transparency to theindustry – it’s a great feeling to lead the market and quantify our largeaudience across premium sites that always perform strongly.”

About Urban Geek

Establishedin 2009, Urban Geek Media is Australia’s digital specialist dedicated to connectingbrands with aussie guys. With a reach of over 2 million Australians each monthacross branded properties covering entertainment, sports, gaming, video andtechnology, Urban Geek Media can safely say “We know Aussie Guys”. www.urbangeek.com.au

About ABA

The Audit Bureaux of Australia is a not-for-profitindependent industry body which has been auditing media in Australia for almost80 years through the ABC and CAB print auditing bodies. www.auditbureau.org.au

[1] Source: ABAAudited, Nielsen Market Intelligence (Domestic Traffic), August 2011