



April 28, 2010

FACTOR TG NAMES KEN HOROWITZ NEW PRESIDENT AND CEO

Key Leadership Appointment Positions Company to Leverage Innovations for Growth

SAN FRANCISCO, California—(BUSINESS WIRE) -- Factor TG, a leading provider of marketing effectiveness measurement, has named Ken Horowitz President and Chief Executive Officer. Ken brings over 30 years of experience as a technology industry veteran in a variety of senior leadership roles.

“We are pleased to attract someone of Ken’s caliber to the company and have already experienced his solid leadership through the first quarter of 2010,” said Greg Ennis, Managing Director of Peninsula Ventures, a leading Silicon Valley venture capital firm specializing in innovative early stage companies. “Ken has an incredible track record of delivering impressive results throughout his career.”

“Factor TG has developed industry-leading analytic solutions resulting in substantial ROI improvement for its clients, and I am looking forward to driving the next phase of the company’s growth,” said Horowitz.

Most recently, Mr. Horowitz served as Chief Executive Officer at North Star Health, Inc., an early stage company that delivers a SaaS-based Wellness and Preventive Health solution. Prior to North Star Health, Mr. Horowitz served as President and COO at Employease, Inc., the leader in SaaS-based HR/Benefits solutions, which was acquired by ADP in 2006. During his tenure, he led the company to exponential growth and grew the company’s client base to over 1500 customers.

Prior to joining Employease, Inc., in 1999, Mr. Horowitz spent 7+ years as Vice President and General Manager of PeopleSoft, Inc., which was subsequently acquired by Oracle. Mr. Horowitz started the company’s first vertical market, healthcare, and grew the business to over \$70 million in annual revenue. Prior to that, Mr. Horowitz held a variety of leadership positions for over 10 years, including Sales and General Management at HBO & Co., which was later acquired by McKesson.

Mr. Horowitz is a member of Factor TG’s Board of Directors and North Star Health’s Advisory Board, and is an angel investor in several early stage companies. Mr. Horowitz holds a B.S. degree from the University of New England (St. Francis College).

About Factor TG

Factor Technology Group measures the effectiveness of advertising and provides data-driven optimization to dramatically improve marketing ROI. Our clients are global brand advertisers, agencies and publishers. The company is privately held with headquarters in San Francisco and operations in Europe and Asia. Visit: www.factor-tg.com.

Contact:
Rachel McKinley
415-352-3218
rachel.mckinley@factortg.com