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FACTOR TG ANNOUNCES RECORD RESULTS FOR FIRST QUARTER 2010

Sales Increase 150% Over Same Quarter Last Year

SAN FRANCISCO, California--(BUSINESS WIRE)--Factor TG, a leading provider of advertising effectiveness measurement, announces record sales results for the quarter ending March 31st, 2010. The company signed 21 new client agreements during the quarter compared with 10 client agreements for the same period a year ago. These client agreements represent a 150% increase in sales versus the first quarter of 2009.

“We are pleased with the results across all of our verticals, including Automotive, Pharmaceutical and Agency,” said Ken Horowitz, President and CEO of Factor TG. “It is clear that our continuing investments are paying off and we are excited about our business opportunities for the remainder of the year and beyond.”

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, advertising agencies and online publishers. The company is privately held with headquarters in San Francisco and operations in Europe and Asia. To learn more, visit: www.factor-tg.com.

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