

SIMULMEDIA CHOOSES NYI AS INFRASTRUCTURE PROVIDER

Management of Large Data Sets; Consolidated Offering Were Key Factors

NEW YORK, NY October 4, 2011 - Simulmedia, a targeted television advertising company, has selected NYI (www.nyi.net), New York's premier data center solutions firm, as its infrastructure provider. The decision was based on NYI's ability to deliver a customized solution to streamline data and provide an integrated strategy for business continuity planning as well as day-to-day operation.

"We're managing the world's largest set of directly measured, anonymous television viewing data," said Jim Colestock, Director of Technical Operations at Simulmedia. "Our data set and business have grown so quickly in the last year we had to consolidate our infrastructure. Not only did NYI optimize our cost, they also gave us a prime Disaster Recovery/Business Continuity Planning destination."

"Jim and his team were the key to our success with this deployment," added Phillip Koblence, VP Operations, NYI. "They remained engaged throughout the entire process while giving us the freedom and the flexibility to craft a solution that met all their requirements. We are extremely pleased to support an exciting company like Simulmedia."

Simulmedia gives marketers more reach and less waste in TV advertising. Their a7 platform leverages predictive technologies and anonymous viewing data from more than 16 million US television set top boxes to help large brand advertisers and their agencies cost effectively extend reach into their target audiences.

Over the past year, the company has successfully delivered more than 60 television advertising campaigns for national brand marketers.

Founded and led by Internet entrepreneur Dave Morgan, Simulmedia is backed by Avalon Ventures, Union Square Ventures and Time Warner Investments. For more information, visit: www.simulmedia.com.

About NYI

Established in 1996, NYI is headquartered in the heart of the Wall Street area, where it owns and operates its network of boutique data centers across the United States. The company's core services include colocation and dedicated servers, cloud computing and managed services, disaster recovery and business continuity planning. NYI provides mission-critical data solutions for a broad range of industries, including media, financial services, healthcare, law, fashion, architecture, life sciences and real estate. NYI is SSAE 16-, PCI- and HIPAA-compliant. For more information, visit: www.nyi.net.