



AudienceScience Leverages Internap's High-Performance IP Connectivity and Colocation Services to Support Global Expansion

News Highlights

- Internap delivers route-optimized Internet connectivity and colocation services to power AudienceScience's global, real-time advertising bidding platform**
- Internap's reliable Performance IP™ service provides a competitive edge for AudienceScience's high volume, data-driven audience aggregation business**

ATLANTA, July 13, 2011 /PRNewswire/ -- Internap Network Services Corporation (NASDAQ: INAP), [a provider of intelligent IT Infrastructure services](#), today announced that AudienceScience, the largest audience aggregator in the world, is leveraging Internap's Performance IP™ network and colocation services to support its expansion in Europe. AudienceScience will consolidate its traffic into Internap's Frankfurt data center footprint to create a central hub for its international customer base.

AudienceScience has been an Internap customer since 2006 and operates out of six facilities around the world. Powered by Internap's route-optimized IP service, AudienceScience benefits from increased network performance to deliver consistent uptime and reliability of its media transaction platform. Ranked as one of the top ten U.S. advertising networks according to comScore Media Matrix, AudienceScience offers a comprehensive global media solution that includes audience targeting, data management and media transaction platforms to deliver online advertising and enable real-time bidding and premium media buying and selling.

"With 270 billion data insights daily into 386 million people worldwide, AudienceScience leverages Internap's global Performance IP service to ensure our online applications run smoothly, reliably and with minimal latency," said Steve McQuade, vice president of Engineering and Operations. "As a leading, data-driven audience buying platform, IT services are not our core competency. With Internap's best-in-class technologies backed by dedicated customer support, we have been able to turn our network into a competitive advantage and reduce the latency of our real-time bidding engine as a result of the performance improvements gained from Internap's IP service."

Internap's resilient network lends a critical advantage to AudienceScience's high volume, end-to-end data-driven business in two other key areas. AudienceScience can now seamlessly move international traffic to support its global reach and reduce the hassles associated with maintaining multiple billing systems by consolidating all of its IT infrastructure with Internap.

"As access to data is critical for today's successful businesses, a reliable network that enables superior performance is a top priority for remaining competitive," said Amar Khan, vice president of IP Services at Internap. "Internap's global IT Infrastructure solutions enable organizations like AudienceScience, who do not have in-house expertise in networking or data centers, to reduce the pain points of managing the network, while overcoming common business challenges - including latency and downtime - to deliver best performance to the end user."

Internap's data center offering includes secure, scalable colocation, managed hosting and cloud services with advanced monitoring and 24/7 live customer support. Customers can easily access Internap's [Performance IP](#) network, Accelerated IP (XIP™) service and Content Delivery Network (CDN) from its worldwide locations. Performance IP uses patented Managed Internet Route Optimizer™ (MIRO) technology to analyze network performance characteristics, resulting in intelligent, optimized and highly reliable delivery of customer content, applications and communications throughout the world.

To tweet this release: <http://tinyurl.com/3gs9clo>

About Internap

Internap provides intelligent IT Infrastructure services that enable our customers to focus on their core business, improve service levels and lower the cost of IT operations. Our enterprise IP, CDN, colocation, managed hosting and cloud solutions are differentiated by unparalleled levels of performance, availability and support. Since 1996, thousands of businesses have entrusted Internap with the delivery and protection of their online applications. Transform your IT infrastructure into a competitive advantage with IT IQ from Internap. For more information, visit <http://www.internap.com/>, our blog at <http://www.internap.com/blog>, or follow us on Twitter at <http://twitter.com/internap>.

About AudienceScience

AudienceScience is the largest and most trusted audience aggregator in the world. As an early innovator of online advertising technology, AudienceScience continues to revolutionize the industry, enabling universal access to audiences and driving digital marketing success. The Audience Delivery System, a comprehensive global media solution, comprises the AudienceScience Gateway, the premier audience targeting and data management platform, delivering efficient and effective online advertising, and AudienceScience Connect™, the industry's first media transaction platform enabling streamlined and transparent premium media buying and selling, including state-of-the-industry Real Time Bidding support. With 300 billion data insights daily into over 386 million people worldwide, AudienceScience makes it simple to find, reach and achieve one-to-one marketing at scale. Since 2003, AudienceScience has delivered over 250,000 targeted campaigns for clients including American Airlines, Financial Times, Gannett, New York Times Digital, Nikkei.com, T-Com, Orange, Terra, Telecom Italia and Wall Street Journal Digital. For more information, please visit <http://www.AudienceScience.com> and follow [@AudienceScience](https://twitter.com/AudienceScience) on Twitter.

Forward-Looking Statements

This press release contains forward-looking statements. These forward-looking statements include statements related to the features, functionality and performance of our products and services, and the benefits our customers are expected to receive from them. Because such statements are not guarantees of future performance and involve risks and uncertainties, there are important factors that could cause our actual results to differ materially from those in the forward-looking statements. These factors include the actual performance of our products and services; our ability to respond successfully to technological change; the availability of services from Internet network service providers or network service providers providing network access loops and local loops on favorable terms, or at all; failure of third party suppliers to deliver their products and services on favorable terms, or at all; failures in our network operations centers, data centers, network access points or computer systems; our ability to provide or improve Internet infrastructure services to our customers; and our ability to protect our intellectual property, as well as other factors discussed in our filings with the Securities and Exchange Commission. Given these risks and uncertainties, investors should not place undue reliance on forward-looking statements as a prediction of actual results. We undertake no obligation to update, amend or clarify any forward-looking statement for any reason.

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