



MediaTrust Named One Of America's Fastest-Growing Private Companies—the Inc. 500

**MediaTrust Ranks No. 9 on the 2009 Inc. 500
with Three-Year Sales Growth of 9,481.1%**

NEW YORK, August 13, 2009 – [MediaTrust](#), the digital performance marketing company, today announced that it has been named the [country's 9th fastest-growing private company](#) in 2009 by Inc. Magazine. The company is featured on the Inc. 500, the annual ranking released by Inc. magazine.

“I am very proud of the dedicated MediaTrust team who have enabled us to consistently innovate and grow,” said Peter Bordes, CEO of Media Trust. “We are honored by this achievement and look forward to future growth at MediaTrust and within the performance marketing industry.”

“If you want to know which companies are going to change the world, look at the Inc. 500,” said *Inc.* editor Jane Berentson. “These are the most dynamic, fast-growth companies in the nation, the ones finding innovative solutions to problems, creating smart systems, and inventing products we soon discover we can't live without. The Inc. 500 list is *Inc.* magazine's tribute to American business ingenuity and ambition.”

MediaTrust, the digital performance marketing company that offers the Advalliant platform, enables affiliate publishers and advertisers to create and deploy pay-for-performance digital marketing campaigns in order to increase traffic, leads, and sales. MediaTrust attributes its success to the rapid growth of pay-for-performance pricing in digital media, its commitment to business innovation, the strength of its advertiser and publisher partnerships, and the MediaTrust team.

Methodology

The 2009 Inc. 500 measures revenue growth from 2005 through 2008. To qualify, companies must have been founded and generating revenue by the first week of 2005, and therefore able to show four full calendar years of sales. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2008. (Since then, a number of companies on

the list have gone public or been acquired.) The minimum revenue required for 2005 is \$200,000; the minimum for 2008 is \$2 million.

About *Inc.* Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today's innovative company builders. With a total paid circulation of 712,961, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at Inc.com.

About MediaTrust

MediaTrust is a digital performance marketing company that offers the Advaliant performance marketing platform. MediaTrust's Advaliant enables affiliate publishers and marketers to create and deploy diverse pay-for-performance digital marketing campaigns that increase traffic, leads, and sales. Headquartered in New York City, the company also has offices in Toronto and Santa Barbara. www.mediatrust.com. Follow us Twitter: www.twitter.com/mediatrust

###

CONTACT:

Leila Pflager

lpflager@mediatrust.com

ph: 917-475-1076