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W MAGAZINE PARTNERS WITH PONGR TO CREATE INTERACTIVE ADS FOR THE FIRST EVER SHOPPING ISSUE

Program “Mobilizes” All Ads, Making the April Issue Shop-able Cover to Cover

BOSTON, MA, March 18, 2010—Pongr, Inc., a digital marketing technology company based in Boston, MA, has been tapped by *W* magazine to provide turn-key mobile engagement that allows readers to get more information on brands advertising in the April issue, the magazine’s first dedicated entirely to shopping. Readers that choose to “PONGR” the ads are automatically entered for a chance to win \$1000 from the magazine.

On any advertising page, readers can snap a photo of the ad and send it to w@pongr.com to receive a message from the advertising brand: a link to buy; a special shopping offer; or video such as behind-the-scenes or runway shows.

Pongr's ad technology makes the ad pages interactive via image recognition, without requiring advertisers to modify their creative. The program equips *W* with an instant tool for monitoring engagement and rewards those active readers.

“*W* is an audience of avid shoppers, and this program offers immediate gratification,” said VP/Publisher Nina Lawrence. “With Pongr, we’ve made the advertisements as easy to shop as the editorial in an issue focused singularly on this topic.”

Advertisers, brands, and marketers are reaching out to Pongr to help deliver mobile solutions that change the way consumers connect with brands (and vice versa). Pongr links print, TV, physical & digital advertisements to social networks via the mobile phone camera and can potentially tie ANYTHING in the physical world to a direct response marketing message.

“As publishers swiftly design programs that link digital opportunities with print, *W* is a shining example of how to engage readers by being accessible wherever they are,” said Pongr co-founder and CEO Jamie Thompson. “Pongr activates an advertiser’s own ad creative without modification, and addresses readers’ already sophisticated use of technology.”

About Pongr, Inc.

Pongr is an advertising technology products and services company that focuses on mobile consumer engagement via pictures, social interaction, and brand media. For more information please visit <http://www.pongr.com>.

About W Magazine

W is the only pure luxury and fashion lifestyle magazine. It provides the ultimate insider experience, taking an original, provocative approach to fashion, beauty, society, art, culture, travel, and entertainment. *W* is published by Condé Nast, a division of Advance Publications, which operates in 24 countries and is the world leader in exceptional content creation. For more information, visit www.wmagazine.com.

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