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Vivek Shah, CEO of Ziff Davis, a j2 Global® Division, Elected Chairman of the Interactive Advertising Bureau (IAB) Board of Directors

With more than 600 leading media and technology companies, IAB membership sells 86% of the online advertising in the US

NEW YORK--(BUSINESS WIRE)-- Ziff Davis, the digital media company with leadership positions in the technology, gaming/entertainment and men's lifestyle verticals, and a division of j2 Global, Inc (NASDAQ: JCOM), today announced that the Interactive Advertising Bureau (IAB) has elected Vivek Shah, CEO of Ziff Davis, as the new Chairman of the IAB Board of Directors.

"I'd like to congratulate Vivek on being elected Chairman of the IAB," said Hemi Zucker, j2 Global's CEO. "His vision, passion, and experience will be invaluable assets in the interactive advertising industry's important educational, standardization, and advocacy efforts."

As Chairman, Shah will help steer the IAB in the pursuit of its five key objectives — The Trustworthy Digital Marketing Supply Chain, Making Measurement Make Sense, Publisher Transformation, Building Brands Digitally, and Moving Mobile Mainstream.

"2014 marks the 20th anniversary of the internet ad banner," said Shah in accepting the Chairmanship. "In the intervening 20 years, we've come very far in so many ways: the number of internet users worldwide has grown to over 2.5 billion or about 35% of the world's population; we've created standards around units, impressions and general terms & conditions; we've deployed a self-regulatory program for online behavioral advertising; and we've seen the industry grow to close to \$40 billion in revenues in the US."

Shah joined Ziff Davis in 2010 as the company's Chief Executive Officer and led the sale of the company to j2 Global in November 2012. Prior to Ziff Davis, Vivek held a series of posts of increasing responsibility during a career of more than 14 years at Time Inc., including Group President, Digital for Time Inc.'s news, business and sports properties; President, Fortune/Money Group; and General Manager, Fortune/Money Group.

"I couldn't be more bullish about our industry's prospects," added Shah. "I'm confident that our third decade will be our best yet."

About Ziff Davis

[Ziff Davis, Inc.](#) is a leading digital media company specializing in the technology, gaming and men's lifestyle categories, reaching over 120 million unique visitors per month. Ziff Davis sites include [IGN.com](#), [PCMag.com](#), [AskMen.com](#), [TechBargains.com](#), [ComputerShopper.com](#), [ExtremeTech.com](#), [Geek.com](#), [LogicBuy.com](#) and [Toolbox.com](#). Ziff Davis also operates NetShelter, the largest community of technology publishers dedicated to consumer electronics, computing and mobile communications. Ziff Davis B2B is a leading provider of online research to enterprise buyers and high-quality leads to IT vendors. Ziff Davis successfully partners with local publishing experts in almost 50 countries worldwide, with its content now available in 16 languages -- including Arabic, Chinese and Russian.

About j2 Global

[j2 Global, Inc.](#) (NASDAQ: JCOM) provides Internet services through its two divisions: Business Cloud Services and Digital Media. The Business Cloud Services Division offers Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications and CRM solutions. It markets its services principally under the brand names [eFax®](#), [eVoice®](#), [FuseMail®](#), [Campaigner®](#), [KeepItSafe®](#) and [Onebox®](#) and operates a messaging network spanning 49 countries on six continents. The Digital Media Division consists of Ziff Davis Inc., which offers technology, gaming and lifestyle content through its digital properties which include [PCMag.com](#), [IGN.com](#), [AskMen.com](#), [Toolbox.com](#) and others. Ziff Davis also operates NetShelter Powered by BuyerBase, an advanced digital ad targeting platform, and Ziff Davis B2B, a leading provider of research to enterprise buyers and leads to IT vendors. As of December 31, 2012, j2 had achieved 17 consecutive fiscal years of revenue growth. For more information about j2, please visit <http://www.j2global.com>.

About the IAB

The Interactive Advertising Bureau (IAB) is comprised of more than 600 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the

growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit iab.net.

j2 Global

Laura Hinson, 800-550-1250

Laura.hinson@j2.com

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