

News Release

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True Action Network Adds New Brands to Roster

Performance based agency sees a 374% increase in clients' mobile sales on Cyber Monday; Adds key hires to leadership team, including Billy Seabrook as chief creative officer for North America

NEW YORK, Jan. 26, 2012—True Action Network, a full-service ecommerce and digital marketing agency and one of the nation's leading performance based marketing services companies, ended 2011 on a positive note with numerous new client wins, including Sony, Dollar General Stores and Haggar, as well as the digital agency of record responsibilities for GNC. On Cyber Monday, its clients experienced a 374% increase in mobile sales as compared to Cyber Monday 2010. True Action Network also tapped new, industry-leading talent, including the recent appointment of Billy Seabrook as chief creative officer for True Action Network, North America.

Seabrook, was previously the executive creative officer for Digitas, where he led the creative efforts for brands such as Cadillac, American Express, Kraft, Delta Airlines, Mead Johnson, Samsung, Starburst and Post Cereals. He joins the True Action Network's leadership team that grew rapidly in the past few months.

True Action Network's talent acquisition began with the hire of John Sheldon, who joined True Action Network as senior vice president of Strategy and Planning after highly successful stints at Bartle Bogle & Hegarty, where he led their social, digital and customer relationship management offerings and prior to that at Ogilvy where he led the Marketing Technology practice. Later in the year Jeffrey Wilks joined True Action Network as senior vice president of Marketing, coming from Gannett where he led all marketing, research, communications and events, product design and innovation and digital development teams for the USA TODAY brand, prior to which he served as global chief operating officer and president of Business Solutions for Enfatico after having served as the global lead of Ogilvy's IBM relationship.

"We are fortunate that our unique 'performance marketing' is delivering measurable results for our clients, attracting great new brands, and most importantly, appealing to the best talent in the industry. With this new team, we'll be able to provide our clients with great insights, highly performing creative and truly measurable results," said Marc Fleishhacker, managing director of True Action Network, North America. Fleishhacker, who joined True Action Network in 2010, has more than 25 years of experience in strategic marketing and management roles including senior leadership roles at Digitas, Ogilvy and MRM.

"The leadership team that has been assembled in 2011 really sets us up for a great 2012," said Reuben Hendell, chief executive officer of GSI's Global Agency Services. "We will be able to drive profitability and sustainable consumer actions for our clients to enable them to achieve their goals and success metrics."

About True Action Network

True Action Network™ is a full-service ecommerce and digital marketing agency and one of the nation's leading performance based marketing services companies. True Action Network provides innovative digital marketing strategies, award winning creative, a powerful advertising analytics and attribution

management platform, and best-in-class services comprised of database management, customer segmentation, along with powerful marketing distribution channels. With offices in New York, Philadelphia and Los Angeles; True Action Network is a wholly owned subsidiary of GSI Commerce. GSI Commerce is an eBay Inc. (Nasdaq: EBAY) company.

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