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**RadiumOne Launches Po.st Share Text Feature to Help Publishers Distribute
Website Content Across the Web**

*New Po.st Publishing Tool Allows Readers to Share Snippets of Text Across Social Platforms and
Enables Publishers to Monetize and Track Copy and Paste Content Sharing*

SAN FRANCISCO, CA – July 10, 2013 – [RadiumOne](#), the multi-channel advertising company, today announced the launch of Share Text, a free feature that is seamlessly integrated in their popular Po.st sharing tool, enabling publishers to monetize and track the copy and pasting of website content. The new tool allows readers to easily copy and share portions of text across a variety of social platforms like Facebook, Twitter, Tumblr and LinkedIn, while also providing detailed audience sharing insights to publishers.

According to RadiumOne's data, 81% of all social sharing within the Po.st network is attributed to copy and paste activities, yet publishers have had no way to measure this significant online behavioral trend. Using Share Text, publishers can now track the volume of shares and click-backs that occur from viewers sharing portions of text or content and also see which sharing channels are the most effective source for content virality.

"We switched to use Share Text through Po.st so that we could gain free, in-depth statistics and insights about the large volume of users who like to copy and paste content from our website," said FansShare.com. "As a publisher, we're constantly working to get the most mileage out of the content we produce. Using Share Text, our readers have a seamless way to share the content they love with their network of friends."

RadiumOne has also built the Po.st Share Text feature to ensure an unobtrusive user experience. Readers are only shown social sharing options once they've highlighted and copied at least eight words of text. By requiring an eight word minimum, publishers ensure that there is intent to share, and at that point, they're able to seamlessly display the most popular sharing options. After the share is complete, unlike other copy and paste sharing tools, a custom promotional message or a paid banner ad can be displayed to either drive users to a certain section of their website or generate ad revenue for the publisher. This entirely new revenue stream comes at a time when the industry is seeing declining prices for standard banner ad inventory and calling for unique and incremental ad monetization solutions.

"Share Text was created to help publishers generate value from copy and pasting, the most popular method of sharing in today's age," said Rebecca Watson, Vice President of Business Development at RadiumOne. "Up until now, copy and paste activities have gone virtually unreported and Share Text gives publishers a view into how these behaviors may impact future editorial considerations. Publishers involved in the Share Text beta have responded well to the

immediate results they have seen in terms of increasing content virality and gaining new insights about their audiences.”

The addition of Share Text in the Po.st sharing tool requires no additional integration effort by new publishers. Share Text has been seamlessly woven into the Po.st sharing tool and can be added to any site in minutes. Publishers can start leveraging Po.st and Share Text for free today.

About RadiumOne

RadiumOne is changing the face of online advertising through a unique combination of programmatic buying, proprietary data, patent-pending intelligence algorithms, and multi-channel capabilities. Each month, we engage directly with 700 million unique consumers and generate over 10 billion sharing events. Within milliseconds, we can filter this data through our ShareGraph intelligence layer, build real-time audiences for our brands, and target ads across the more than 25 billion real-time impressions we see each day. Spanning the Web and Mobile, we offer advertisers the ability to reach the right consumer at the right time, no matter where they might be. Founded by online advertising pioneer Gurbaksh Chahal and based in San Francisco, RadiumOne has offices across the US and Europe. To learn more about RadiumOne, please visit <http://radiumone.com>.

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